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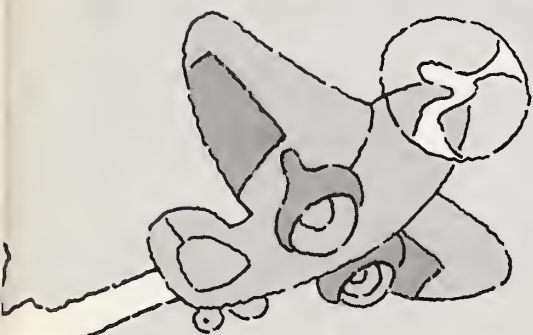
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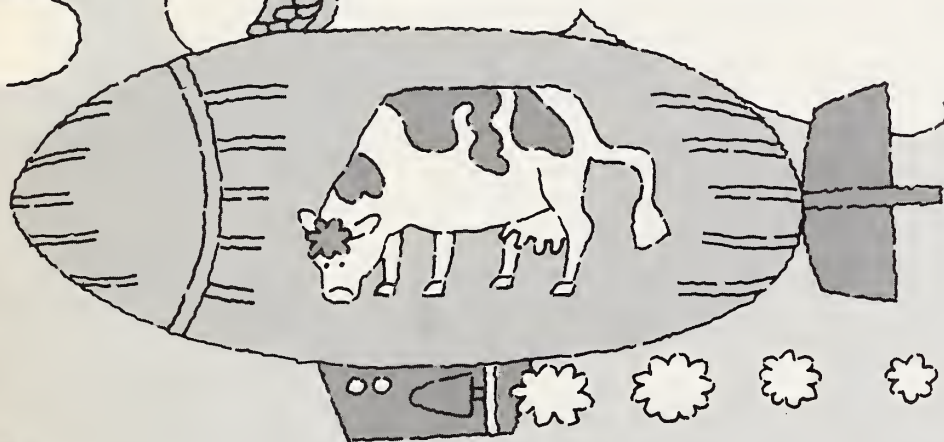
extension review

United States Department of Agriculture Spring 1985



Marketing

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Marketing Cooperative Extension—A New Way of Thinking

The word "marketing" conjures up many meanings—each entrepreneur will describe it differently. To the agricultural producer, successful marketing strategies spell profitability. Likewise, cottage crafts and home-based businesses measure success not only by the quality of the product, but also by the quantity of their sales.

The open marketplace is common to our American heritage; the lingo of that marketplace—targeting, audience analysis, product identification, media message—is a part of the '80s American language and lifestyle.

As Extension educators, we are involved everyday in marketing—we market ourselves, our programs, and most importantly, our organization—Cooperative Extension.

In February, some 200 Cooperative Extension staff from across the country joined together at the national "Marketing Extension" workshop to explore integration of marketing techniques and principles into program delivery, and system visibility and impact. One of the conference consultants and facilitators, **Robert S. (Bob) Topor**, former Assistant Director of Publications and Visual Communications at Cornell University and now director of

publications and graphics, San Diego Hospital Association, was instrumental in developing the "Marketing Cooperative Extension" materials for Cornell Cooperative Extension. The following is excerpted from materials Topor prepared for workshop participants:

"Many people confuse marketing with promotion, advertising, selling, and media activities. Although these are included in a marketing strategy, they are not marketing."

"Promotion, advertising, sales, and media focus on the organization. Marketing focuses on the user, client, or target audience. Promotion, advertising, sales, and media tend to be inward and are tools used in marketing. Marketing is outward."

Creative marketing is a much more global process—a kind of marketing that examines every aspect of an organization. It goes far beyond selling the organization. It examines the organization and its very reason for existence. It studies the organization from the point of view of the user, supporter, and impartial observer. It considers primary, secondary, and tertiary audiences. Marketing, when applied, affects every person inside and outside of Cooperative Extension. Marketing is a process—not an activity, event, or item."

"Our programs are our products, but they are not why we exist. We exist to meet client needs. Our focus should be on our clients, users, and observers. We are not in business to plan, create, and execute Cooperative Extension programs. We are in the business of serving human needs! . . ."

"Marketing makes us ask these important questions:

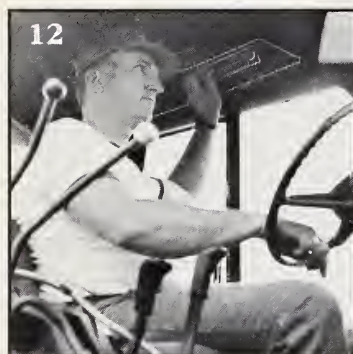
"Who has the marketing job? Is it the agent, county coordinator, planning committee, board, volunteer, staff, faculty, land-grant support group, land-grant staff, communicator, director? All of these people have the marketing job because marketing is not an activity. It's a process. As such, it involves everyone outside the organization. In fact, it places more attention on the people outside the organization. It forces us to look at ourselves in the ways that others see us! It's looking from the outside in . . . not the inside out."

"Marketing is the process of identifying client needs and wants of past, current, and potential constituents. It involves the creation and delivery of services to serve client needs. It's a process that starts at the top of the organization and changes ways of thinking and acting of every member in and out of our Cooperative Extension organization . . ."

"Ideas—including marketing ones—are great, but ideas don't get the job done. People get the job done. We, in Cooperative Extension, must implement marketing ideas to achieve marketing results."

How can we organize ourselves to implement marketing? That's the challenge we must accept. Remember, marketing is a new way of thinking."

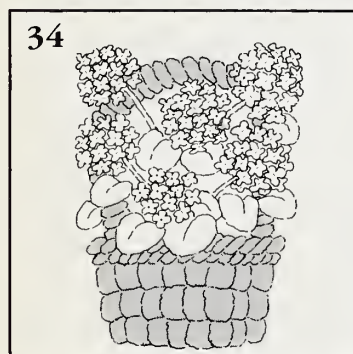




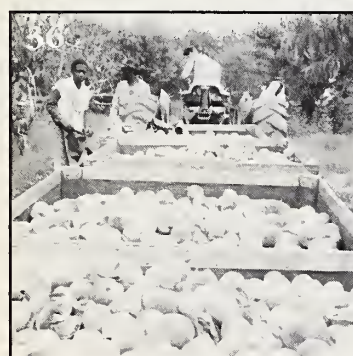
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Visibility Raises The Roof For Extension

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"An impossible situation turned into a lasting achievement."

That's how one Multnomah County official described what the Multnomah County staff of the Oregon State University Extension Service did to save their program from potentially drastic budget cuts.

"The initially proposed 1983-84 county budget for the county Extension Service would have all but eliminated any positive effect Extension programs might have had on citizens in the area," says Bill Boldt, Multnomah County Extension staff chair. "Fortunately our marketing efforts in the county were successful in reversing the Extension budget trend."

The problem for the Multnomah County Extension office began in 1982 when the county suffered a \$20 million budget shortfall. Multnomah County includes Oregon's largest city, Portland, and a good deal of the Portland metropolitan area.

The severe budget-shortfall required county officials to cut funding for several programs including the Extension Service. According to Boldt, the county's Extension program lost 40 percent of its funding with that first cut in 1982.

When things didn't get any better economically for the county over the next 2 years the Extension Service and other county programs were again targeted for cuts.

Visibility Needed

"We realized after the first cut that we had to do something if the county was going to continue having an Extension office and agents to run county programs," says Boldt. "The basic idea in all our efforts was to raise the visibility of our office and to convince local decision-makers of the importance of Extension."

"The idea was a bit new to the Multnomah Extension staff," Boldt says. "The severity of the planned budget cuts told us that in an urban environment you must tell people who you are, what services you provide, and what you are doing for them."

Extension staff and their program supporters in the county met and planned what should be done.

Reorganized Council

"First, we reorganized our county Extension advisory council," Boldt explains. "We added members representing the local media, public utilities, local businesses, public relations firms, and each program area within the Multnomah County Extension office."



"The next step was to appoint a committee that would develop cooperation among the subject-matter areas in our office. The plan was to find ways that advisory committee members and Extension volunteers and clients could influence budget decisionmakers, and also to act as media contacts," Boldt states.

Media—Indirect Approach

"Our approach to the media was indirect," says Boldt. "It is much better if you can get the people who use the services to make media con-



Extension volunteers and staff celebrate the initial construction phase of the new Multnomah County Extension Education Center in Oregon. An aggressive Extension marketing program based on "raised visibility" brought about county funding for the center and a bright image.

tacts. This was our approach." All the standard tools were used to explain Extension in the county, including:

- Letter writing campaigns to decisionmakers and newspapers;
- Petitions signed by 5,000 people supporting Extension;
- Personal contacts, and telephone contacts;
- Publications;
- A quarterly newsletter featuring all educational programs;
- Television, radio and newspaper stories on Extension stimulated by special Extension activities;
- A slide-tape presentation for use at meetings of local service clubs and civic groups; and

- An open house at the Multnomah County office to showcase local Extension programs.

"The most important first goal we accomplished was to give the local media a convincing total picture of who we (Extension Service) were in the county," says Boldt.

The letter writing campaigns to newspapers, and news coverage of special Extension activities helped a great deal in this effort. The interviews that reporters did with Extension staff, volunteers, and clients helped them and their readers understand the Extension Service and its role in the community.

Budget Hearings

Going into the county budget hearings, county Extension staff and advisory committee members decided to take a creative approach to the problem of obtaining budget support.

"We wanted to request something from the county commissioners other than money," Boldt explains. "We decided to request office space instead and the idea caught on with the commissioners."

Request Approved

"The commissioners saw the request as a gesture of our understanding the difficulty of the budget situation," Boldt says. "We hoped they would recognize our willingness to work with them in solving the problem, and apparently they did."

One reason given for requesting office space was the county Extension Service's desire to bring its three-office operation in the county under one roof. The county commissioners looked favorably on this plan to improve efficiency and cut costs.

In the weeks preceding the budget hearing, the Extension advisory council urged Multnomah County executives and business operators, and representatives of selected state and federal agencies to write letters to the county commissioners stressing the importance of Extension programs.

The advisory council also put together a special committee to supervise last-minute lobbying.

"The commissioners were also informed just prior to the budget hearing that should the Multnomah County Extension office be forced to roll back its program offerings drastically, the county would lose \$170,000 in federal matching funds for Extension education programs," Boldt says.

Support And Testimony

"At the hearing, 300 people attended wearing large, yellow 'Support Extension' badges made especially for the occasion," says Boldt. "Sixteen people gave verbal testimony—which they had previously rehearsed—in support of Extension during the meeting. With a 4-H guide dog in attendance, 4-H club members explained the importance of the animal and the program that trained it."

The budget hearing was a success for Extension. The commissioners provided the Multnomah County staff a building that had once been a library. The catch was that the building had to be extensively remodeled and tripled in size to meet staff needs. That task was left to the county Extension staff to raise the needed funds.

Fund Raising Effort

"Fund raising was as new to us as the marketing effort we had just completed," says Boldt. "We started with staff members, each of whom donated \$300 for a total staff donation of \$7,900. We received a donation of \$25,000 from Multnomah County. We then found a contractor who was willing to do the work at cost, a \$50,000 contribution to our effort."

The people who helped with the budget effort were enlisted again, and they gathered funds through a person-to-person campaign. Over 4,000 contributors raised \$140,000—enough money to transform the one-story ex-library into a two-story building accommodating the county's entire Extension staff.

"The theme of our fundraising effort was 'Raise the Roof for Extension' and it worked because of the visibility we had attained and the support group we had developed in the budget effort," Boldt says.

Significant Success

Multnomah County Extension staff now have a rent-free educational center, increased visibility in the county, a more stable long-term budget and an esprit de corps among staff members that wasn't there before.

"Everybody put out extra effort," Boldt adds. "Throughout the budget and fundraising efforts, county Extension office education programs and day-to-day office business continued at 100 percent levels."

According to Boldt, after the 1984 budget hearing and Extension fundraising effort, the Multnomah County commissioners dropped plans to cut the county Extension budget by 26 percent in 1985. They instead came up with a budget plan that called for increases in the Extension budget, "all because the decision-makers saw that we were willing to help ourselves." Boldt concludes. □

Marketing A Lifetime Of Good Nutrition

Extension Review 7

With surveys indicating that South Carolina has the lowest life expectancy rate in the Nation, perhaps it was natural that three organizations in the state join forces to market a new concept in nutrition education.

Working together, the Clemson University Extension Service, the American Red Cross, and the South Carolina Department of Education's Office of School Food Services are presenting a 12-hour nutrition course to adult residents.

Called "Better Eating For Better Health," the course stresses the importance of maintaining good nutrition habits *throughout* life, and covers nutrition needs of pregnant women, infants, youth, adolescents, and adults as well as special nutrition requirements of senior citizens. Participants choose one of these areas for concentrated study. Other topics include understanding processed food labeling, examining personal eating habits, and learning about weight control. The information enables adults to make informed decisions about food and health.

Previously Judged Successful

The Red Cross with cooperation from the U.S. Department of Agriculture's Human Nutrition Information and Dietary Guidance staff developed the course. The Red Cross then tested the program nationally in 51 sites where it was judged successful in changing attitudes and food behaviors, according to Rose J. Davis, Extension nutrition specialist at the Pee Dee Research and Education Center in Florence, South Carolina.

The course design, philosophy, and content convinced the Office of School Food Services staff and Extension food and nutrition specialists that the program should be offered in South Carolina. The Office of School Food Services provided funds to train instructors, purchase educational materials, and administer the course.

"Cooperation among the three groups has been outstanding" Davis reports. "We're seeing people work together with enthusiasm for a course proven to be effective. Perhaps that's our strongest marketing tool," she says.

All Counties To Participate

Fifteen Extension home economists were initially trained as instructor-trainers. They, in turn, tutored and qualified 85 other Extension home economists and selected county school food service supervisors to teach the course to the public. By October 1985, all 46 counties will have participated in the project.

Course sites include churches, family Y's, Extension offices, and community centers. Many presentations are in the evening so people who work during the day can attend. The course is usually taught in six, 2-hour sessions. Class size is limited to 18 participants.

Positive Feedback

Florence County Home Economics Extension Agent Sarah Danner reports that response from participants is more than favorable.

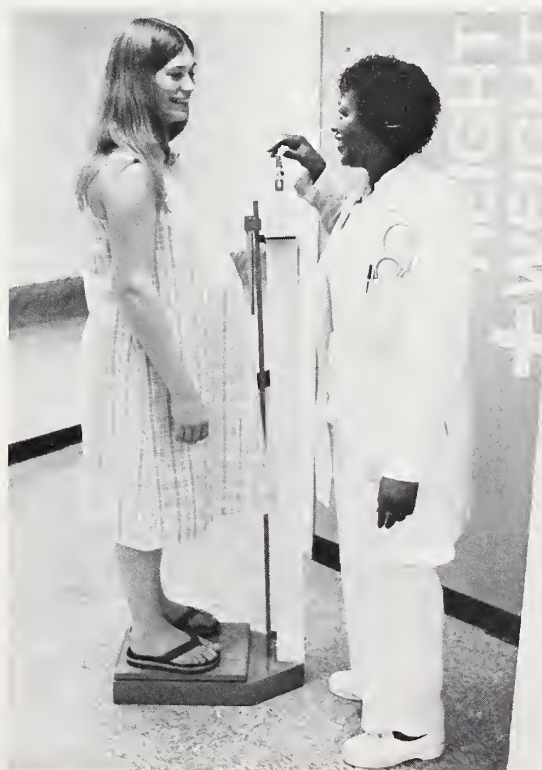
"Just listen to the feedback from participants' questionnaires," Danner says. "The course could be a little longer. I want even more details" . . . "The most interesting and fun course I've ever taken" . . . "How about an advanced course going into more complex issues and spending more time on practical ideas for everyday living?" . . . "I'd sign up for an additional course if offered."

A veteran of more than 10 years with Extension, Danner describes the project as one of the most personally satisfying with which she has been involved.

For More Information

Several states have expressed interest in South Carolina's program. Clemson University Extension Service will develop a model for other states to use based on the results of this inter-organizational effort. For more information, contact Rose Davis on (803) 669-1912. □

Jerry Dyer
Area Extension News
Editor
and
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Extension Nutrition
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Clemson University,
South Carolina



"Better Eating For Better Health" is the theme of an adult nutrition course emphasizing good nutrition habits throughout life for South Carolinians. The course is the result of cooperative efforts between Extension at Clemson University, the American Red Cross, and the state's Office of School Food Services. (Photo courtesy of the Food and Nutrition Service, USDA.)

8 Extension Review

L. Tim Wallace
Extension Economist
Agricultural
Economics and
Community Resource
Development
University of
California, Berkeley



Extension economists at the University of California are instilling in that state's agricultural producers a new appreciation of the importance of post-harvest handling techniques for higher production profits

Marketing is the key to a successful farming operation. Marketing should begin when the producer decides what to plant, and continue through deciding how and where to sell the commodity once it is produced. This is the message of Extension economists at the University of California.

It is important that growers, shippers, and retailers stay on top of what the consumer wants and is willing to pay for. Since California grows over 250 different crops returning about \$14 billion gross farm gate value annually, and with some crops having 100 different varieties, there is constant opportunity for profitable change.

Studies of postharvest handling techniques by California Extension Marketing Specialist Robert Kasmire reveal that grower returns can be increased substantially if the grower exerts some pressure to change the way a product is handled on the way to market. For example, the flow of air around the packed fruit and its spacing in the truck is crucial to the fruit's quality maintenance during the trip. And this element remains true for both hot and cold extremes in weather.

To Instill Awareness

Extension is helping instill an overall awareness that producers grow "raw materials," not food. After the "raw materials" have been graded, packaged, inspected, transported, stacked, advertised, and promoted, they are finally sold to consumers at the retail level.

All of these marketing functions add value to the "raw material" yet not all farmers are equally suited for dealing with these market complexities individually.

Teamwork For Higher Profits

Many growers are learning that they get more dollars from their production when they can assure buyers a high quality that includes proper handling and transportation after harvest. Increasingly, they are aware that it is teamwork between the producer and the shipper that results in higher profits for both of them.



Extension has worked with growers and shippers on their marketing problems for many years: helping groups of farmers join together in cooperatives to do a more efficient job of growing and packaging; helping separate packing houses merge into single units; and working with processing firms to analyze commodities such as eggs, feed, citrus, wine, and fruit. Today, producers throughout California are increasingly sophisticated business people. Correspondingly, Extension programs are designed to assist with their marketing needs.

New Market Approaches

California's dairy industry is the nation's largest. While efficient and low-cost milk production is an area of continuing concern for producers, increasing attention to marketing the milk and its byproducts is leading to big changes in market approaches.

For example, Extension helped create an awareness of the sales potential in California for cheese products. Several relatively small cheese plants have been in operation for years throughout the state; now, however, there is going to be an even greater concentration on producing fine cheeses for California's markets by growers and processors.

Extension has helped California grower and handler groups to help initiate commodity market orders and commissions. Approximately 35 to 45 of these orders operate in the state at any one time.

Help To Small Growers

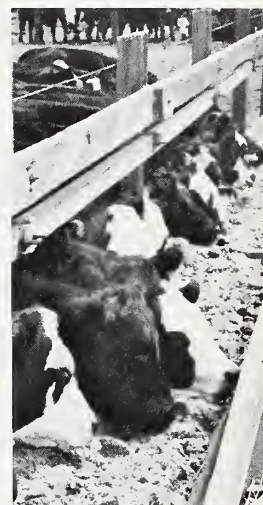
Extension also assists smaller growers by helping them establish direct marketing strategies such as "pick-your-own" operations and direct contact with low-income purchasers.

Extension faculty in commodity production sciences and other disciplines have participated in programs for developing an overall marketing approach. They also have developed information on nutrition, food health and dietary habits to relay back to producer's groups.

Foreign Markets

Equally important has been the continuing effort to increase grower-shipper-consumer awareness of foreign market requirements and opportunities. International trade in agricultural products is important to our national balance of trade, yet it is even more important to California since it operates as the doorway of the "Pacific Rim" countries. Many of these countries are markets for fruits, nuts, vegetables, and livestock products.

In summary, Extension in California is communicating throughout the California agricultural industry, ways and means to achieve long lasting market success in the United States and throughout the world. □



10 Extension Review

Patty Rai Smith
*Extension Program
 Specialist, Home
 Economics
 University of
 Kentucky, Lexington*

Fifty percent of new businesses fail or change hands during the first year, according to the Small Business Administration. But Kentucky Extension is striving to improve the success rate. How? By conducting home business seminars for Kentucky citizens.

"Failure often could be spared if would-be entrepreneurs thoroughly considered such questions as location, competition, loans, cash flow, and marketing procedures," says Patty Rai Smith, Extension program specialist for home economics and a member of the team delivering the workshops. "Success in business is directly related to the degree of preplanning," she says. "The home business seminars focus on this."

Educational Program Needed

County Extension agents recognized a need to provide Kentuckians this kind of preparation. The state's unemployment rate was over 10 percent. Persons who usually found jobs outside the home were looking for alternative sources of income or at least supplementary resources. Many were women who preferred working at home so they could be with their children. Others had skills or talents that could be used in a less structured environment. In addition, Kentuckians already involved in operating a small business needed answers on recordkeeping, taxes, licensing, and legalities.

After attending the seminars some participants remark, "I found out I really didn't want to go into business," or "I don't think I could take the pressure," or "My family wouldn't like it if my work interfered with our home life." "Kentucky Extension staff consider these comments success stories!" says Smith. "If the knowledge gained through the home business seminars prevents participants from going into business when it would be a bad experience, then this is as important as providing them information that supports their entry into the business world," she explains.

Tailor-Made Seminars

Extension tailors the seminars to the needs of each county. Offered on an area basis, the program will have reached well over half of the state's 120 counties by June 1985.

The 2-day seminar is a cooperative effort, involving Extension specialists, representatives from other agencies, and successful small business owners. Charles Moore, Extension agriculture economics specialist with the University of Kentucky College of Agriculture, conducts the general business session on the first day. Representatives from the Small Business Administration and SCORE (Service Corps of Retired Executives) outline the services they provide.

A favorite part of the program is a local panel of "experts"—people currently operating businesses similar to those discussed in the subject-matter sessions, offered the second day.

Panelists usually include caterers, craftspeople, upholsterers, dressmakers, and child-care facility operators. They share their "hindsight" with participants; often their testimonials reinforce some of the pitfalls previously pointed out by Moore.

Special-Interest Workshops

On the second day, participants attend two special interest workshops of their choice. County agents suggest the subject-matter areas for the sessions based on local needs. Topics relate to businesses in clothing, foods, arts and crafts, home furnishings, and child care. Participants pay a nominal fee to cover some expenses, including seminar materials they get to keep.

Kentucky has a strong crafts tradition; the state government has attracted national and international markets for crafts sales. The seminar's arts and crafts workshop focuses on the importance of high-quality products, upgrading design and production techniques, and pricing and marketing. Since Kentucky has a wholesale market, the workshop covers how to deal with professional buyers. Participants also learn to display and promote themselves and their crafts.

Craftspeople are put in touch with markets through the Kentucky Department of the Arts, which operates the wholesale market. "An important outgrowth of the seminars is the networking that takes place among the participants themselves," says Smith, who conducts the arts and crafts workshop.

Extension Clothing and Textiles Specialists Bette Joe Dedic and Linda Heaton conduct the clothing session. They say most home sewing businesses do not charge enough for their services, and though chances for growth may be possible, many want to remain on a small scale. Some decide to remain on a small scale after attending the seminar.

FOOD • CLOTHING • CHILD CARE
HOME FURNISHINGS • ARTS & CRAFTS

HOME

BUSINESS\$

Is it for you?

In the child care workshop, Assistant Professors Ruth Ann Crum, with the Department of Family Studies, and Donna Quick, with the College of Home Economics, both at the University of Kentucky, give guidance to persons interested in family day care.

Owners of existing preschool centers attend the workshop to help them decide whether or not to expand their businesses. Other participants may already have backing to go into business, but attend the seminar to work out details.

Kentuckians interested in food-related business often are surprised to hear the health department regulations and food safety measures necessary for home food preparation as explained by Extension Food and Nutrition Specialist Sue Burrier in the foods workshop. Cake decorating and catering are popular enterprises, according to Burrier, especially in rural areas.

In the home furnishings workshop, Linda Reece, Extension home furnishings specialist, discusses repairing, refinishing, and upholstering furniture, and sewing home furnishing products. According to Reece, correct pricing also is a major problem.

Huge Success

A formal evaluation of Kentucky's home business seminars has not been completed since not enough time has elapsed to measure its economic impact. However, judging from participants' comments and enthusiasm, the seminars are considered a huge success. □

12 Extension Review

Dallas McGinnis
Extension Market
News Editor
Information Services
Iowa State University,
Ames



Whether in their tractor or their homes, Iowa farmers receive 18 updates of market news daily through radio broadcasts over WOI. This market news source of Iowa State University's Extension Service began in 1922 and now is bolstered by a multi-media approach to farm market information.

In their homes, cars, or tractors, Iowa farmers can keep up to date on market news, thanks to Iowa State University's Extension Service. Its Market News Department has earned the distinction of being among the Nation's best at delivering farm market information. But it hasn't happened overnight.

Long History

Iowa State pioneered farm market reporting back in 1922 when the reports came in by Morse code and were transmitted by voice over the University radio station, WOI. In 1926, the U.S. Department of Agriculture provided WOI with a direct leased-wire market news source and the Iowa General Assembly voted a \$2,600 annual appropriation toward support of market news. When the Congress proposed cutting the market news service allocation from the USDA budget in 1933, 35,000 Iowans had signed petitions, within 48 hours, in a successful protest.

The basic pattern established by R. C. "Cap" Bentley in 1944 has not changed since. During blocks of time, complete market news is broadcast throughout the day in the most up-to-date

form available. WOI's 18 market broadcasts each day range in length from 1 to 11½ minutes for a total of 71½ minutes a day.

Farmer Demands For Market News

During the morning, farmers want a clustering of market news at least 5 to 10 minutes long so they can make marketing decisions. Most want cash and futures prices, supplies, reasons for price changes, wholesale meat prices, news affecting prices, and precious metal prices, dollar value, and interest rates. WOI provides this at 8:30 a.m., 9:32 a.m., 10:32 a.m., and 11:30 a.m.

Farmers want a futures update every 30 minutes. WOI provides 1-minute futures flashes at 9:59 a.m., 10:59 a.m., 11:59 a.m. and 12:59 p.m. Futures prices are read directly from the ever-changing futures screen for the broadcast.

Around noon, farmers want another futures update, plus a summary of price changes during the morning. Farmers following markets, but not ready to decide on when to market, like a noon-hour update. Farmers also want wholesale meat prices, and some reasons for the day's price changes.

During the afternoon, farmers want high-low-settlement prices on futures, and USDA slaughter figures and percentage changes so they can keep abreast of supplies. They also want closing prices on Iowa hogs, the first report available on Iowa cattle, the afternoon updates on wholesale meat prices and trends, and Iowa cash corn and soybean prices.

Iowa market broadcasters get this information from the USDA direct newswire from Washington, D.C., the Reuters Grain Market News from Chicago, and the American Quotation Systems from Kansas City.

"Market Week"

A 15-minute radio program, "Market Week," airs on several radio stations. It's designed to help producers make marketing decisions before the market opens the following week. "Market Week" features a review of important grain and livestock prices. Host Roger Brown also talks with ISU Extension Economists Bob Wisner and Gene Futrell about upcoming market trends, and he provides tapes of these interviews to radio stations throughout Iowa.

Beyond The Radio

Since the late sixties, telephone-answering devices provide updates on futures prices; cash hog and cattle prices and related material, such as slaughter figures and wholesale meat and byproduct prices; a short summary of both cash and futures prices; and feeder cattle and feeder pig prices. Other radio stations can broadcast the taped material. Each day, about 50 to 100 callers pay the toll to get information.

TV viewers can get the same market information on WOI-AM through the Agricultural Infodata Service (AIDS). All that's needed for this free service, which began in 1982, is a special telecaption adapter hooked up to a TV set. The adapter, the same one used by the hearing impaired, can be purchased for under \$300.

AIDS information is fed into an Apple computer and picked up and reported daily over the state-wide Iowa public television channels from 6:40 a.m. to midnight. The signal reaches almost every home in Iowa. Program segments vary from 7 to 14 minutes in length and repeat until updated. The first new market reports appear at 8:35 a.m. on weekdays. They are updated and run during the day, night, and early the next day, until replaced at 8:35 a.m. AIDS also carries weather, integrated pest management, and other agricultural information.

Computer Network

EXNET, a relatively new computer network developed by the ISU Extension Service, allows subscribers with home computers and modems to receive ISU market information and analyses, plus other agricultural information, as text on their home computer screens. Yearly subscriptions run \$100. The market information comes directly from the USDA Market News Service, Washington, DC, and from AIDS.

The print media receive a market summary sheet each Friday. This sheet compares current prices and receipt information with similar data from a month and a year ago. It is available in several news outlets, such as "Farm Bureau Spokesman", and on EXNET.

Futrell and Wisner's outlook analyses prepared from periodic, USDA livestock and grain reports and other material can be obtained through AIDS and EXNET. These may also appear in newspapers and farm magazines. Summaries are available on WOI market broadcasts and on the futures phone line after 5:30 p.m. on the day the report is released.

"Iowa Farm Outlook," a newsletter mailed to subscribers twice a month, features grain and livestock market analyses and marketing suggestions from Wisner and Futrell. Yearly subscriptions run \$7.

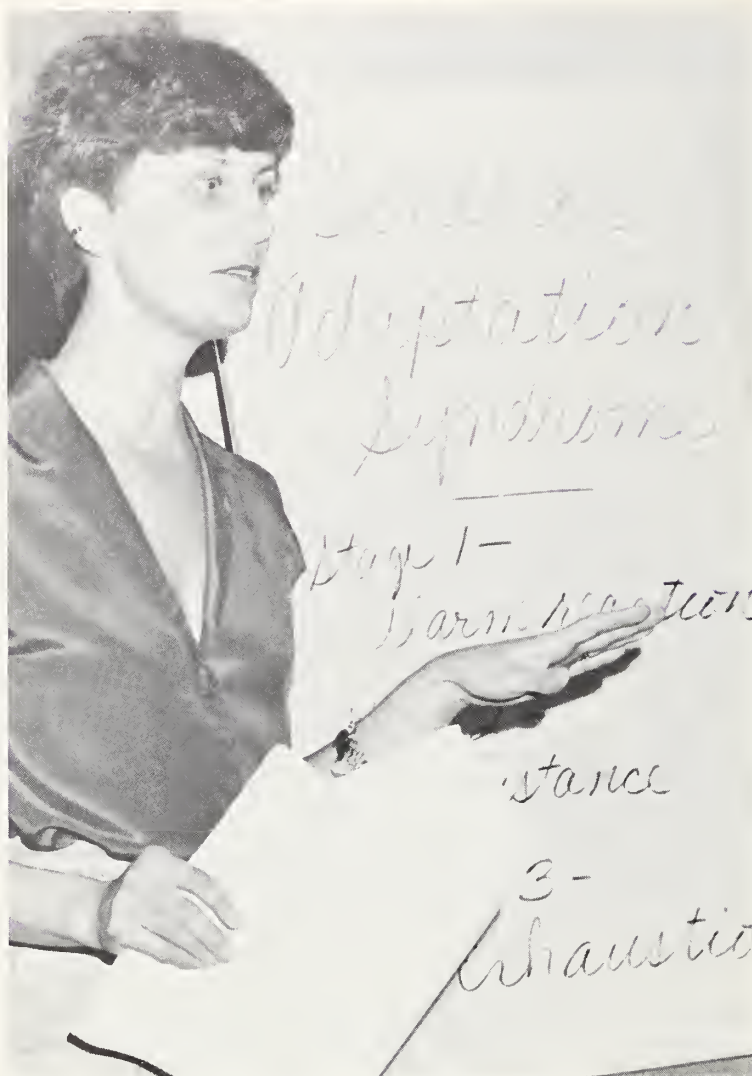
User's Evaluation

A radio listener's letter gives a familiar comment on the Iowa Extension Service Markets: "We have friends who have rented a marketing service connected to a TV screen and telephone, and we use a telephone marketing service ourselves, but neither give any more market information than we get from WOI radio."

Another says, "Soon I will listen every day out in the field while I'm driving the cab tractor. I really like the 8:30 markets. The news allows us to sell hogs before we go out in the fields all summer."

Hundreds of such letters let the university reporters know they're on the right track in keeping farmers up to date on market data. □

Kathleen J. Warren
Internship Developer
Professional
Experience Program
Washington State
University, Pullman



Janet Kizer, Extension home economist, delivers her presentation at the 1984 program, "Family: A Business With Feeling." The program conducted by Extension home economists at Washington State University markets families as important business units in society, units whose management techniques must be applied with sensitivity and feeling. Right: Young homemakers have been attracted to the program by being offered inexpensive baby-sitting. But the program has attracted people of all ages.

You can call it by its official name, "Family: A Business With Feeling," or you can call it, "the road show," as participating home economists do. But whatever you call it, call it a success at promoting or marketing families as important business units in society, increasing the self-esteem of family members, and attracting a new audience to Extension.

"Family: A Business With Feeling" is a program conducted by six home economists in the Northeast District of Washington State University's (WSU) Cooperative Extension. Home economists working on the project report that they are reaching parents with small

children, including minority parents—a group with which they had had little success while working through single-county efforts.

The team's 1-day program of workshops is repeated annually in each of the district's five counties. The principal goals are to promote the family as an important business and to highlight WSU Extension.

Families Are Businesses
Identifying families as businesses emphasizes the complex mix of business and interpersonal skills required of today's parents.

Margaret Viebrock, area home economist and Douglas County chair, says, "Managing a family

is about as complex as managing a business these days." Yet, because families are a unique category of business, business management techniques must be applied with sensitivity and feeling. Thus, the phrase, "business with feeling."

About half the workshops are on management-related topics and about half on topics related to feelings and interpersonal relationships.

Workshops Requested

Workshops with a business orientation cover such topics as "Money Management in Tough Times," "Computers Are Here! Are You Ready?" "Start Your Own Home Business" and "Building Your Financial Future."

Examples of feeling-oriented workshops are "Children and the Stress Connection," "Managing Conflict Creatively," "Self-Esteem and the Job of Homemaking" and "More Imagination than Money." After the first year, most ideas for topics have come from participants' requests and from comments on written evaluations.

Keys To Success

"Innovations aside, the home economists feel the real keys to the success of the program may be more basic than original," says Sandy Garl, home economist in Okanogan County. The first of these is help from WSU Extension graphic designers and editors to get professional-quality printed materials. Brochures are mailed directly to interested people, or distributed at key points throughout the counties involved. They also are handed out during the program.

One key to attracting the desired audience is to offer participants free, or inexpensive, baby-sitting, Garl points out. A second key has been scheduling the program so par-

participants may come after their children go to school and leave before the school day ends.

Extension homemakers' clubs or other community volunteers provide lunch and child care at a nominal cost to participants. In several cases, local high schools have released a home economics class to help out. Each home economist takes charge of arrangements for one location.

A Business With Feeling

Fees are charged for the program, to cover the costs of handouts and lunch. At some locations, those who bring children are charged a small part of the baby-sitting costs. "Family: A Business With Feeling" has turned into an annual Extension "program with feeling" for the home economists, who all agree that they've developed a camaraderie that wouldn't exist if they hadn't tried a multicounty approach. A second spinoff is satisfaction gained from knowing that they're using their time efficiently to reach the largest number of people with the most effective presentation.

Efficient Resource Use

"It's definitely a more efficient use of resources," Bezold reports. "We can each specialize in one area and combine our expertise for a varied and highly professional program. We're reaching people who have not been a normal Extension audience, and it helps to have them see us in a professional light."

Feedback from colleagues in all stages of planning and implementing is another aspect of the program that team members like. "During the planning stages, we each read outlines of the proposed presentations. That way we are able to offer each other materials and information that might help with the workshops," explains Garl.

Workshops are about 90 minutes each, and participants

may attend four of the six offered. Written evaluations show that many participants wish they could attend all six.

The average attendance by minority groups other than Indians is still lower than the team would like—below 20 percent. However, representatives of agencies or programs serving the needs of minority families (such as Headstart, or CETA) have attended the program, thus extending the minority audience.

Original motives for attending, as expressed on participants' evaluations and in interviews, range from "wanting a day away from the kids" to "needing professional help" with specific problems.

Wider Audience Expected

The idea of the family as a "business with feeling" is catching on, and the home economists expect their audience to grow. In some cases the response has been better than expected.

Volunteers working at the registration table for one workshop said they planned to go home after helping collect fees, but "got caught by the excitement and stayed for the day."

"Family: A Business With Feeling" is good business for families in northeastern Washington state. At the same time, this innovative, team-orchestrated program is also good business for Extension. □



Amanda Dunkerly
Communications
Coordinator
and
Ellen Schuster
Area Extension Agent,
Foods and Nutrition
University of Nevada,
Reno

Many southern Nevada youth "busted" their bad snack habits after participating in a new Extension nutrition program called Snackbusters. The program helps youth distinguish between nutritious and non-nutritious snacks and choose nutritious foods.

Snackbusters' Inception

Extension needed a children's nutrition program in Las Vegas that would be contemporary, exciting, and fun. Ellen Schuster, area Extension agent, Foods and Nutrition, wanted to ensure that youth would enjoy learning about nutrition through a contemporary approach and leave the classroom knowing about healthy eating practices they could use themselves. Bob Norris, area Extension agent, 4-H, wanted a quality, educational 4-H program that would generate excitement and provide some hands-on training.

Schuster thought of the Snackbusters theme after seeing the popular movie, "Ghostbusters." "...I was sitting at my desk thinking what a fun movie 'Ghostbusters' was," she recalls. "Suddenly the name Snackbusters came to me!" "I began thinking of all sorts of ways we could market nutrition to kids since 'Ghostbusters' is so popular with the age group we want to reach," says Schuster.

Schuster developed the lesson plan that was to be used primarily for the 4-H Inschool Program for the school year 1984. She then brought the educational materials and idea to the Clark County Extension Communications Coordinator, Amanda Dunkerly. What resulted is a package of materials all sporting the bright red Snackbusters logo. The package includes a detailed lesson plan, pre- and post-tests, a recipe, a contract for the participants to fill in,

and a "fact sheet"—a handout summarizing the information covered in the lesson that the children take home to their parents.

Program Quality Tested

To test the quality of the program, Schuster administered pre- and post-tests to a random sample of 200 participants. Both tests were identical—a listing of foods, including both "good" and "bad" snacks. The children were asked to circle the foods they considered nutritious. Foods such as crackers, oranges, soda pop, potato chips, and milk were included. Schuster scored the tests as to the total number of foods correctly chosen as "good snacks" and the total number incorrectly chosen as "bad snacks."

Evaluation and comparison of the 200 pre- and post-tests showed at 11-percent increase in the number of goods correctly chosen as "good snacks" and a 9-percent decrease in the number of foods incorrectly chosen as "bad snacks." Schuster plans a followup evaluation of the original 200 participants with the help of teachers whose students have participated in the program.

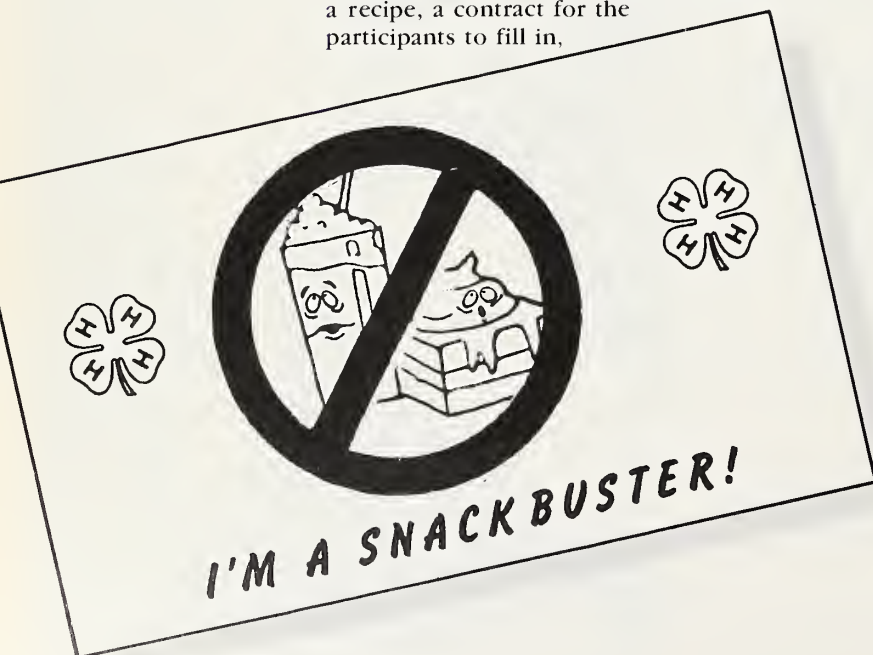
Paraprofessionals Spread The Word

Part of the 4-H program's strength lies with carefully trained paraprofessionals. These program assistants enable the educational programs to be brought to a wider audience. Currently there is one full-time 4-H program assistant, Beth Isaacs, teaching nutrition to the youth in southern Nevada, primarily Las Vegas. Isaacs was trained in the program presentation by Schuster, who is also a registered dietitian. They plan to incorporate the Snackbusters program into the Expanded Foods and Nutrition Education Program (EFNEP) for use at recreation centers and with other low-income youth groups.

A Well-Rounded Approach

Both youth and teachers enjoy the Snackbusters program. Once the nutrition lessons are presented, each youth receives a Snackbusters contract which states: "I, _____ as a Snackbuster pledge to replace non-nutritious snacks with nutritious snacks. I will 'bust' my bad snack habits by eating more of the following good snacks."

Participants then list three foods they would eat as "good" snacks. As each child correctly lists three foods from the Food Groups, they receive a "seal of approval" and sign their contract. This activity helps reinforce what they learn in the first part of the program.



SNACKBUSTERS CONTRACT



I, _____, as a Snackbuster
pledge to replace non-nutritious snacks with nutritious snacks. I will "bust"
my bad snack habits by eating more of the following "good" snacks:

Name _____

Snackbusters also teaches participants how to prepare nutritious snacks. When the program is conducted in a school setting, the 4-H program assistant brings in a nutritious snack of frozen banana cubes coated with peanut butter and chopped nuts for the youth to sample. Each child gets a copy of the recipe to take home. When a recreational center with kitchen facilities is the site for the program, participants get to prepare the snacks themselves.

At the close of the program each youth receives a Snackbusters sticker imprinted with two 4-H clovers and the red logo. The sticker says, "I'm a Snackbuster." The stickers spark curiosity about Snackbusters among youth who have not yet participated in the program. This curiosity and enthusiasm lead to inquiries from teachers, scout troops, parents, and youth agencies.

Others Show Interest

At the October 1984 state meeting of the Nevada Home Economics Association the program attracted interest from attendees with several requests to review it after the preliminary data from the pre- and post-tests were presented in a poster session.

In addition, other states have shown interest in the program. The Massachusetts state specialist for EFNEP reviewed the materials; a subsequent presentation to county supervisors resulted in numerous requests.

National release of the Snackbusters program is pending final approval from Columbia Pictures for parody usage of the Snackbuster name and logo. ☐

Meg Gemson Ashman
Extension Head,
Office of Information
University of
Vermont, Burlington

The creation of a marketing program at the University of Vermont Extension Service in many ways resembles the birth of a child—gestation took about 9 months; the labor felt excruciating at times; even deciding what to name the baby was a challenge. But the delivery made it all worthwhile!

Conception: Marketing Extension

In fall 1983, all Vermont Extension state and county faculty and nonclerical staff gathered for a biennial conference. Our theme was "Spotlight on Marketing," and David Dik of Cornell Cooperative Extension was our conference leader. After 2 days of hearing about Cornell's marketing program and analyzing our situation in Vermont, we left psyched up to conceive of a marketing program of our own.

A followup committee met soon afterwards and recommended to Extension Director Bill Shimel that we establish an organized marketing team. Because of my media experience (I was making the transition from Extension publications editor to Head of the Office of Information at the time, I was asked—at the beginning of January 1984—to lead our marketing effort.

First Trimester: Tough Decisions

The first thing I did—as all good Extension workers do—was to appoint an advisory committee. For any marketing program to work, I knew we would need people throughout the organization to feel committed to the effort and help direct its growth. I found that help in the form of three county agents (representing three different programs and three different geographical areas), three state specialists (also representing three different programs), and one media specialist.

Our preliminary tasks were to identify our purpose, clarify our name, design a logo, and come up with a slogan that would tell our message simply and accurately.

Purpose—First, we needed to decide what we hoped to accomplish with a marketing program. Did we want to improve our image, increase our number of clients, solicit financial support, or boost inhouse morale?

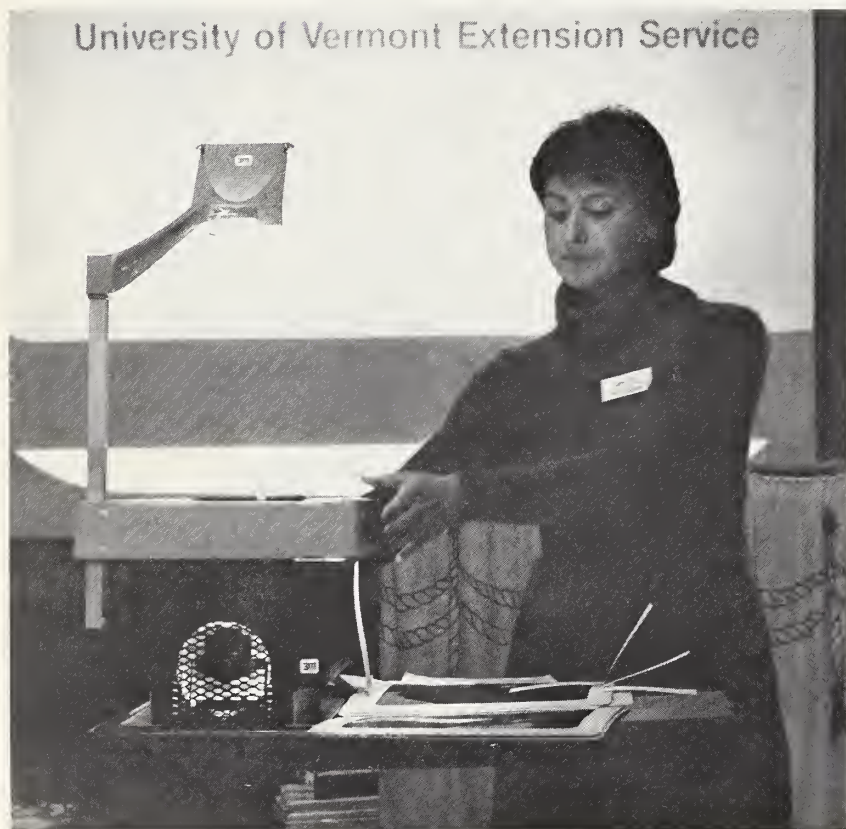
Although we realized that all these things could happen as a result of a good marketing program, our stated purpose was *to create a recognizable, uniform identity that will be used consistently so that we strengthen our image*. We believed we have a good image among those clients who know who we are. But many people don't connect one agent or specialist or communication or activity with the whole organization. We wanted to correct this problem.

Name—Part of our identity problem, oddly enough, was our name. For years we had been referred to by such titles as "The Extension Service—University of Vermont," "Vermont Extension Service," or "UVM Extension Service."

After considerable debate, we agreed on *University of Vermont Extension Service*.

Logo—Getting 185 people to agree to anything is tough, but that's what we set out to do. We send out five possible logos to Extension workers asking them to rank their choices.

Although we got a 90-percent return (with comments written all over the submitted designs and a number of attempts at original ones), the only consensus was that there was no consensus. What we learned was that a conceptual design—one that tries to say something about the organization—probably wouldn't work. So



we opted for the "lettermark" *uvmEXT* (letters identifying the "University of Vermont Extension Service"), believing that it will be a strong identifier reflecting our name. It also has the qualities of an effective logo: visual interest, simplicity, and suitability to reduction and reproduction.

Slogan—How can we tell the world what we do in a few simple words? Fortunately Cornell had already done the hard work, devising the slogan: "*Helping you put knowledge to work.*"

We felt that theme was appropriate for us as well, but felt compelled to experiment with variations on the theme. In the end, we chose it (word for word), convinced that this slogan projects a positive, inviting image with an action-oriented statement directed to our public.

Adapting Our New Identity

Over the next few months we designed and produced items that reflect our new name, logo, and slogan. Among these were letterheads and envelopes (we actually have our logo in color on our envelopes!), business cards, name badges, peel-off name tags for workshop participants, pocket folders, zipper folders, three-ring binders, slides, overheads, decals, and clip art. The idea was to make it nearly impossible for clients (and potential clients) not to know who we are.

Third Trimester: Next we began planning some more substantive projects, including an exhibit, a slide show, and a brochure—all to illustrate our new slogan. It quickly became clear that we needed to have up-to-date, high-quality black and white prints and color slides taken to show our Extension agents and specialists helping Vermonters "put knowledge to work."

Being short-staffed, we hired freelance photographers to go to each county to do just that. The results were well worth what we paid. We

now have a versatile, multi-useful, comprehensive collection of photos that can be used to illustrate our total organization, individual programs, and county activities.

Delivery: Kicking Off The Campaign

While we were designing and adapting our new name, logo, and slogan, we made a conscious decision *not* to unveil our new identity by dribs and drabs. Instead we targeted a date in late September 1984 to complete most of our marketing items and planned a festivity to kick off our campaign.

All Extension faculty and staff—on campus and off, secretaries to administrators—were invited to attend, and here's where the earlier involvement of everyone paid off. A mixture of curiosity, impatience, and pride resulted in a packed house where the energy level was at an all-time high.

And within a few days, I saw brochures from one of the departments using our new logo, secretaries proudly sporting their name badges, and county agents requesting additional folders to distribute at workshops.

Post-Partum: Moving Ahead

So what's next? Now that we have the collection of prints and slides we needed, we're at work on the exhibit, slide show, and brochure. And we're engaging in a number of mass-media related activities. But this—and everything we've done so far—is the easy part. There's a lot more to marketing than slogans, name tags, and PSAs. We need to learn more about targeting programs to audiences, doing a better job of conducting meetings, and so forth.

We're really only in our infancy so far as marketing the University of Vermont Extension Service is concerned. But we've taken the first steps, and it's only a matter of time before we're off and running! □



EFNEP Puts 'Sell' In Its 'Tell'!

20 Extension Review

Marie S. Hammer
Associate Professor
and Extension Food
Economist, EFNEP
and

Julia C. Graddy
Extension Visiting
Faculty, Editorial
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"First, get past the front door!" That's the age-old axiom of veteran sales people. For paraprofessionals in the Expanded Food and Nutrition Education Program (EFNEP) getting past the front door has critical importance. First, they must gain entry into the homes of their low-income clientele if they are to successfully "sell" the idea of a year-long program in nutrition education.

EFNEP program leaders discovered that these trained paraprofessionals, many of whom had just begun as community resource educators, suffered loss of self-esteem when they encountered rejections at the client's front door. Result: a high turnover rate in community resource educators and a waste of time and program money.

Workshop In Sales Technique

The answer was initiated in 1981 when Florida EFNEP began a series of workshops aimed at teaching the EFNEP paraprofessionals the art of selling. The 5-day workshop—called "Selling Strategies"—has been offered to over 300 paraprofessionals all over the state.

"Knocking on doors day after day is very difficult for paraprofessionals," says Virginia Muth, EFNEP agent, Hillsborough County. "We wanted

to decrease the amount of time it takes to get a homemaker's commitment to join the program. That way we could increase the time program aides have for teaching. And that is where EFNEP makes its impact with the workshop."

The "Selling Strategies" Workshop opens with a statement by the instructor that shocks some Extension specialists: "If you work for a living, you sell!"

"I guess I'm unfamiliar with the idea of using selling concepts to recruit homemakers," said one program aid. "I always thought of sales people as fast-talking, slick, and dishonest."

"I never had an image of myself as a sales person for any product," said another.

Selling An Intangible

Instructors teach participants that selling an intangible product may be the most creative form of a sales person's craft. In fact, instructors point out, because good nutrition is an intangible, it is easier to sell than many ordinary products. This is because nutrition can be transformed so that it conjures a desirable mental image—for example, a picture of healthy, happy, and more productive family members.

Paraprofessionals learn that they must sell "value." One paraprofessional from Tampa comments: "I know that we can sell nutrition as a good value because learning about good nutrition practices now is insurance for the future."

"Value" is a selling tool for EFNEP—one that paraprofessionals hadn't thought about before attending the workshop. They are also taught motivations for EFNEP's major aim of getting good nutrition to people who need it: convenience, bargain-hunting, peace of mind, recognition, and self-improvement.

Exercises In Strategy

Exercises in sales strategy and technique comprise a popular part of the workshops. Each exercise conveys a different approach to successfully selling nutrition education.

"Try Twice As Hard When The Chips Are Down" focuses on the importance of a positive attitude when selling. "The Proof Is In The Pudding" shows how to expand on the merits of the product. "It's In The Bag" is a discussion of ways to close the sale. And "Defrosting The Cold Call" helps evaluate the selling competency of program aids through analysis of a videotape of role-playing recruiters.

The concept of successfully selling nutrition education door-to-door is now included in the group teaching program, an important segment of EFNEP.

Results

Since the "Selling Strategies" Workshops began, group recruiting rates have doubled. The percent of homemakers consuming an adequate diet has increased from 20 percent in 1981 to 43 percent at present. Participants in the Special Supplemental Food Program for Women, Infants, and Children (WIC) have risen from 12 to 44 percent, while food stamps have remained steady at 72 percent. Sixty-eight percent of homemakers enrolled in the EFNEP nutrition program now complete it compared to 48 percent in 1981.

By putting some "sell" in their "tell" Florida's EFNEP paraprofessionals have forged a cost-effective program. They are recruiting more clients for nutrition education and finding satisfaction in a job well done. □

Florida EFNEP's workshops for paraprofessionals have resulted in community resource educators who use selling strategies to effectively "sell" nutrition education to their clientele.



Folk Art: Fabric Of A New Life

Extension Review 21



JaneAnn Stout
Extension Art and
Design Specialist
and
Rae Reilly
Extension Textiles and
Clothing Specialist
and
Diane Nelson
Extension
Communications
Specialist
Iowa State University,
Ames

Over the last 10 years, approximately 1,300 Hmong and 4,000 Tai Dam from Southeast Asia have settled in Iowa. Although most were unable to bring many material possessions, they brought something more precious—their tradition of exquisite needlework and textile arts. Thanks to Iowa Extension efforts, this artwork now decorates the homes and businesses of Iowans who appreciate fine handcrafts, and represents increased income to the Southeast Asian families.

Helping Neighbors Adjust

Working with the Southeast Asians has been an on-going process for many Iowa Extension home economists (EHE's). They've helped refugees adjust to nutrition changes, as well as differences in food storage, food preservation, gardening, clothing, consumer awareness, financial management, housing, and other areas.

EHE's also noticed that adjustments were sometimes as hard for the newcomers as for the newcomers. Although many of the refugees spoke little

English, knew few marketable skills, and had even fewer material possessions, some community residents feared the additional competition for scarce local jobs.

A desire to help both groups better understand each other led Mahaska-Monroe County EHE Mary Patterson to work with community leaders in organizing a week-long event to increase community awareness of the new residents. The event featured exhibits of special foods, music, and arts, and handwork.

Many who attended were intrigued by the detailed embroidery, reverse applique, and intricately woven patterns of the textile pieces.

Sharing Handwork With Others

Extension specialists faced the question: How can we share the unique handwork done by Iowa's newest residents with





Through such means as a fiber arts touring exhibit, the talents of the Tai Dam and Hmong in needlework and the textile arts are being displayed to Iowans. Iowa State Extension specialists help these Southeast Asians increase their incomes and adjust to a new culture.



the rest of the state? IWU-based Extension specialists JaneAnn Stout, art and design, and Rae Reilly, textiles and clothing, supplied the answer—organize a touring exhibit of Hmong and Tai Dam fiber arts.

Assisting in organizing the exhibit were Patterson; Iowa State University (ISU) Extension Communication Specialist Diane Nelson; Mary Littrell, ISU associate professor of textiles and clothing; Rikel Getty, ISU Extension information specialist; and Houang Baccam from the Des Moines Refugee Center.

Objectives of the touring exhibit were:

- To bring awareness, visibility, and recognition of these new Iowans to communities.
- To help Tai Dam and Hmong people market their handcrafts by raising awareness of Iowa consumers.
- To enhance the quality of Iowans' lives through a cross-cultural experience in the textile medium.

Unique Display

Organized in summer 1983, the exhibit consists of 18 clothing and accessory items made by Hmong and Tai Dam women, most of whom now live in Iowa. Examples of traditional clothing as well as wall hangings and personal accessories are included.

Techniques displayed include batik, applique, reverse applique, tucked applique, cross-stitch, satin stitch, weaving, and a variety of embroidery stitches.

Explanatory cards with each item identify the technique used and the artist who created it. Factsheet handouts, documentary photos, and a 10-minute slide-tape presentation help tell the story.

Proving Profitable

So far, the exhibit has generated documented sales of more than \$10,500. In addition, a large number of sales have resulted from personal contacts made at the exhibit or through media coverage of the

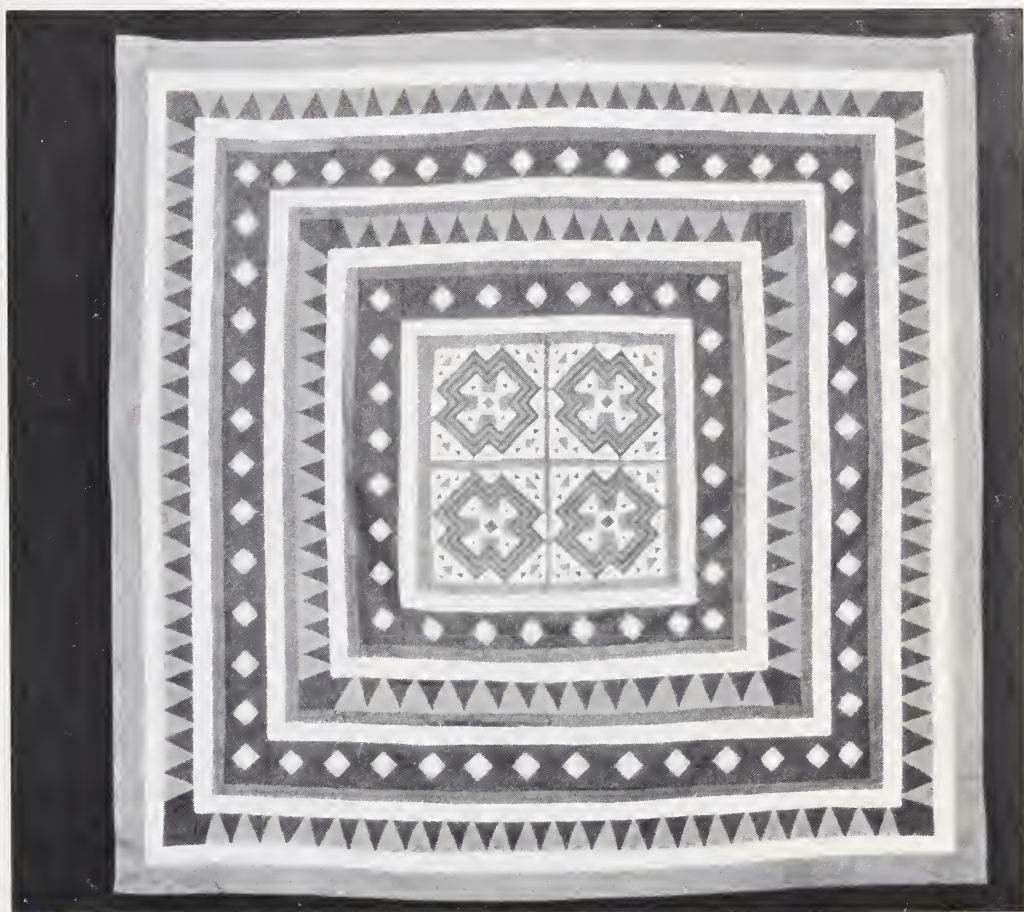
exhibit. Museum shops, as well as craft outlets, in Iowa are interested in marketing the Southeast Asians' work. Currently, five locations have made pieces available to the public.

Favorable Response

More than 13,000 Iowans in 15 communities have seen the exhibit thus far. Reviews and comments regarding its quality have been favorable. For example, a Burlington art director says she felt viewers received "new appreciation of quality of workmanship and a chance to discuss similarities in stitchery among different cultures."

According to a Davenport reviewer, "It is worth visiting the show to get acquainted with a colorful and exciting addition to the American folk art scene."

And in the words of a Marshall town educator, "It is culture-sharing efforts such as this exhibit which give our Tai Dam community pride in their achievements. □



Incomes From Laotian Art

An American quilt designer is marketing Laotian women's fabric art and it means new income and new hope for these newcomers to the United States.

Nannette Cotton, a fabric artist who designs quilted wall hangings in Chicago, became acquainted with the Laotian refugees when she hired some of them to help quilt her designs.

"Language and cultural differences make it very difficult for Laotians to survive in our country. Marketing the talent they have is one way for them to have a better life," says Cotton, former 4-H clothing project participant, and daughter of Gail Cotton, Extension home economics program evaluation specialist at Mississippi State University.

Master Needlecrafters

The Laotian women are master needlecrafters who learned cross-stitch embroidery at an early age. They use their skill in the art of "pandau," a form of reverse applique.

With this method, Cotton points out, the fabric is cut, folded back, and stitched to reveal the contrasting colors of cloth beneath. Then the pieces are embroidered with knotted colored threads.

"When I saw their fabric art," Cotton says, "I realized it could be used to provide incomes for them and it is."

Cotton's own designs are successful. Three of her quilt hangings are on display in the National Craft Showroom in



New York City. She received a bachelor of fine arts degree in fibers and fabrics from Northern Illinois University in 1981. □

Karen L. Moore
Extension
Writer-Editor
Department of
Public
Information
Mississippi State
University

245 Profitable Produce Through Mobile Markets //

24 Extension Review

Bruce Wasburn
Editor

Extension/Research
Communications
North Carolina
Agricultural and
Technical State
University,
Greensboro

"Vegetable production is a lot of work and a lot of risk," notes Farm Marketing and Management Specialist John O'Sullivan of the Agricultural Extension Program at North Carolina Agricultural and Technical State University (A&T).

"Raising the crop is really the easy part. The hard part is marketing—finding a buyer and getting a good price. To be successful at growing vegetables, *you start with markets, and then you produce!*" O'Sullivan declares.

Specialists at A&T Extension have long felt that vegetable production represents an important alternative enterprise for many limited-resource farmers with small acreage. Many of these farmers, however, are older and have little education and few business skills. This makes the marketing part of vegetable production especially difficult for them. And that's why A&T began its innovative Mobile Marketing Project in 1978.

To Develop Marketing Skills

The idea behind the project was to create a situation where limited-resource farmers could develop or improve their vegetable production and learn direct marketing skills. (The only direct marketing experience many small farmers have traditionally had is "tailgating"—selling produce off the back of a pickup truck.)

Extension decided to provide mobile marketing units—refrigerated trailers with vendor stalls—so that rural small vegetable and fruit growers could sell their produce locally, and learn good marketing skills. Extension hoped this would stimulate the development of permanent direct-marketing outlets. Then the mobile markets could be moved on to other locations to repeat the process.



Mobile Units

Using money provided by the Direct Marketing Act of 1976, plus some Extension funds, A&T developed six mobile marketing units.

Each unit was an 24-foot-long, air-conditioned wood and metal trailer with 180 square feet of floor space. Inside were shelves on which produce could be cooled and stored. Outside, retractable awnings provided shelter for small portable stands where the farmers could display and sell their vegetables.

Since the mobile markets were constructed, about a dozen of the state's 100 counties have used them in a variety of ways. Some of the counties have allowed area farmers to use the mobile units on a first-come, first-served, no-charge basis. Other counties have organized local vegetable growers, creating formal organizations with officers and monthly meetings, and charge user fees.



Revitalizes Market Outlets

In at least 3 counties, mobile markets stimulated the development or revitalization of permanent direct-marketing outlets for small vegetable farmers.

For example, Frank Baker, former Granville County Extension chair, credited the mobile market that was in his county with "furnishing the catalyst to go and show that we were serious about providing a vegetable market for small growers. What we did was outgrow the size of the mobile marketing unit."

Granville County now has a permanent small growers vegetable market in Oxford, built entirely with funds donated by individuals and businesses in the community.

Increased Incomes

Even in the counties where permanent markets have not been established, the mobile markets have helped the participating vegetable farmers increase their incomes and—in many cases—begin producing vegetables for sale for the first time. More important, many of these farmers have begun using other services offered by Extension and attending Extension meetings regularly for the first time.

Warren County has had a mobile market since the project began. Under the supervision of ag technician Sam Powell, and County Extension Chairman Russell King, the mobile unit has become an important vegetable market for the small town of Warrenton. Last year, 10 small farmers were regular producers for the Warrenton market. Selling their vegetables once a



Extension Specialists at North Carolina A&T State

University, Greensboro, provide mobile marketing units so that limited-resource farmers can improve their vegetable production and learn direct marketing skills.





week on Saturday mornings from May to September, these growers averaged about \$1,000 each in seasonal earnings from their vegetables.

For semi-retired farmers like 76-year-old Luna Bullock, this income was vital. Bullock and her husband were tobacco farmers until age and health put an end to that. The money from her vegetables means a lot to them now. But without the mobile market, "I don't know how I'd do it," she says.

Builds Pride And Confidence

For full-time small vegetable farmers like William Burgess, who grows about 5 acres of vegetables year-round, the mobile market is a boon. "The mobile market gave Burgess enough confidence so that last summer he started his own vegetable market in another little town, Norlina," says County Extension Chair Russell King.

"Another benefit of the mobile market—aside from the monetary thing," says King, "is that it has given our growers a chance to interact with others and develop self-esteem and pride. Their management and recordkeeping has improved, and they are using recommended varieties and doing soil and fertility analyses. We've probably convinced most of them that irrigation is a very important part of vegetable production."

An essential ingredient of the Warren County mobile market's success has been the one-on-one assistance ag technician Sam Powell has given each participating farmer. As Luna Bullock points out: "He always tells us what sells good at the market and what to plant and bring to the market. I see him at least two times a week, and if I need him, I know where to call."

Mobility Means Stability

"Surprisingly, one of the lessons learned about the mobile markets is that *stability*, not *mobility*, is a significant part of their success," O'Sullivan says. "That is, those mobile markets that have stimulated market development and helped growers (and consumers) the most have been those that were *not* moved from location to location within a county. Rather, they have been placed in one good, convenient location and left there for several years."

"The lesson here," O'Sullivan notes, "is that direct marketing takes 3 years *minimum* to succeed. The critical thing is consistency and quality control."

Buyers need time to learn that the market will be a reliable source of quality produce. Growers need time to develop their skills and confidence that the market will be a reliable source of income for them.

Refrigeration of the mobile markets has proved to be less important than originally visualized. Most of the markets have not used their cooling systems, O'Sullivan says, because (1) they're too expensive to run, and (2) they haven't been needed.

Importance Of Marketing

A final lesson that the mobile markets have helped make clear, O'Sullivan believes, is that growing vegetables for direct marketing is an appropriate enterprise for limited-resource farmers *if* they are willing to spend the time needed for marketing.

"They have to be willing to spend as much time on marketing as on producing the vegetables," he states. "Those farmers who grow vegetables specifically for the market—not those who are just looking for a place to unload excess produce from the garden—are the ones who will make money."

Perhaps the greatest value of the mobile markets has been that they have created a focal point to get farmers interested in vegetable production and to see if it's a feasible alternative for them," he adds.

New Alternatives

Daniel Godfrey, administrator of A&T Extension agrees: "The whole idea is that the mobile markets are a teaching device . . . an effort that leads to more permanent things for the participating farmers and counties."

Given the current unsettled situation in tobacco, which many of the state's limited-resource farmers grow—Godfrey feels that the mobile markets represent an important way to introduce alternatives to the state's small farmers. "We envision keeping at least three or four of the units around for a long time to come," he says. □

CAMP Keeps 'Em Truckin'

The nation's produce moves by truck and telephone calls—lots of them. In fact, the average U.S. vegetable broker spends almost half the day on the telephone, looking for either buyers or sellers.

For the multibillion dollar produce industry, the system works. But even brokers recognize there's room for improvement, especially with their high monthly phone bills.

In USDA-funded research, John VanSickle, professor and Extension economist, Food and Resource Economics Department, Institute of Food and Agricultural Sciences (IFAS), University of Florida, discovered that industry participants would be willing to try a computerized marketing system if it proved more efficient.

Feasibility Study

In a 2-year feasibility study, the Extension economist assembled an advisory board of 30 of the Nation's most prominent fresh produce buyers, sellers, and distributors. He surveyed the industry and elicited ideas from the board for a more streamlined produce marketing system.

The idea was not to displace the telephone, but rather to supplement its use with computer software custom-designed for the industry. VanSickle's survey found a high acceptance of the computer in other phases of the fresh produce business, with over half of produce buyers now using a computer in their work in areas other than produce sale and transfer. "The figures are lower for dealers and sellers," VanSickle says, "although there seems to be a general acceptance of the value of computers in the total operation."

However, the thought of replacing the telephone for produce sale and transfer caused ripples of discomfort among brokers who rely on voice and personal contact to assure quality service and delivery. Another consideration was maintaining the privacy between buyer and seller. And, the task of deciding precisely what an electronic marketing system offers proved almost as difficult for brokers as changing the suggestions into a workable program.

Test Run For CAMP

The system that evolved from the surveys, think sessions, and false starts is called Computer-Aided Marketing Programs, or CAMP.

Recently incorporated by private investors, CAMP, Inc., geared up for a test run this March. IFAS Extension scientists will continue to monitor the system's impact on the industry. "Without the invaluable input of our industry advisory board, we couldn't have designed a system that has a chance of working," says VanSickle.

"We've literally tailor-made the system to fit their needs." System members will connect via telephone modem to a mainframe Florida Agricultural Services and Technology (FAST) computer located near Gainesville. FAST currently serves about 60 agricultural clients, delivering satellite weather products in a format suitable to on-farm use with a microcomputer.

Initial membership costs are expected to be about \$4,000 a year, or \$1,200 for the first 3 months. FAST computer costs aren't final and will probably vary with the density of system users within a marketing area.

Monitors Produce

In its broadest sense, CAMP is an electronic "classified" directory that connects produce buyers and sellers. The menu-driven system allows brokers to enter a description and quantity of any produce they have for sale, along with other pertinent product or transportation information. By keystroking through the system, members can negotiate and close sales with confidentiality and can monitor booked produce from purchase through receipt. A live billing option will be included at a later date.

The idea to electronically market agricultural products dates back to 1961, when a teletype hog auction was organized in Ontario, Canada. The highly successful system is still in operation today and has been copied widely throughout North America. TELCOT, a Texas-based system, markets cotton internationally.

Success Factors

"Success depends on several factors, including the volume traded, market concentration, and user acceptance," says VanSickle. "If judged on those criteria, CAMP, Inc., stands a good chance of succeeding."

"A Florida-based system makes sense," he says, "because state growers produce a large volume of fresh produce. Fresh produce is estimated to contribute about 25 to 35 percent of total grocery store profits."

A small geographical concentration—Florida, Texas, and California—produce 68 percent of the Nation's year-round fresh produce. VanSickle believes the limited geographical area makes it easier to educate users and provide them with shared time and equipment costs.

"We have been concentrating on signing up year-round users of CAMP in Texas, California, Arizona, and Florida," VanSickle says. "We're going to buffer skepticism by selling this as a unit management tool that will increase efficiency—and efficient is exactly what CAMP is." □

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Livestock Update— Roundup In The West

28 Extension Review

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Western Livestock
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How does a typical Extension economist with a half-time appointment in marketing answer urgent questions from producers and reporters, questions like: "Should I sell my calves now or hold them for 60 days?" and "What are the current range conditions and resulting feeder cattle movements for the state of Colorado?"

Most likely, the typical economist will phone Denver and request a current market situation update and outlook from the Western Livestock Marketing Information Project (WLMIP).

Other services of the Project include weekly updates of the databases with expert commentary to Extension specialists and the monthly *Western Livestock Round-Up* for farmers and ranchers.

Demand For Information

In the early-to mid-fifties, one of the common problems universities and public agencies faced was satisfying the demand for information and analysis for better livestock marketing decisions.

The demand mainly came from western livestock ranching operations and agribusiness firms. University Extension Services in the West were spread thin and hardpressed to satisfy those requests.

In 1955, in answer to these demands, WLMIP was conceived as a research project on behalf of the experiment stations in the 11 western states. The framework was put together in early 1956 when the experiment stations and USDA's Economic Research Service funded a research staff which was headquartered in Denver.



Pioneering Projections

The project purpose was to test the feasibility of and need for a regional effort to make economic projections in the livestock industry.

WLMIP continued as a research effort until 1958 when the experiment station directors concluded that market outlook information could be best gathered and distributed on a regional level.

A proposal was taken to the Extension directors of the Western states along with a recommendation that they assume operation and distribution of information to the livestock industry. As the program matured, states of the Great Plains began participating in WLMIP and today there are 17 states involved.

Objectives

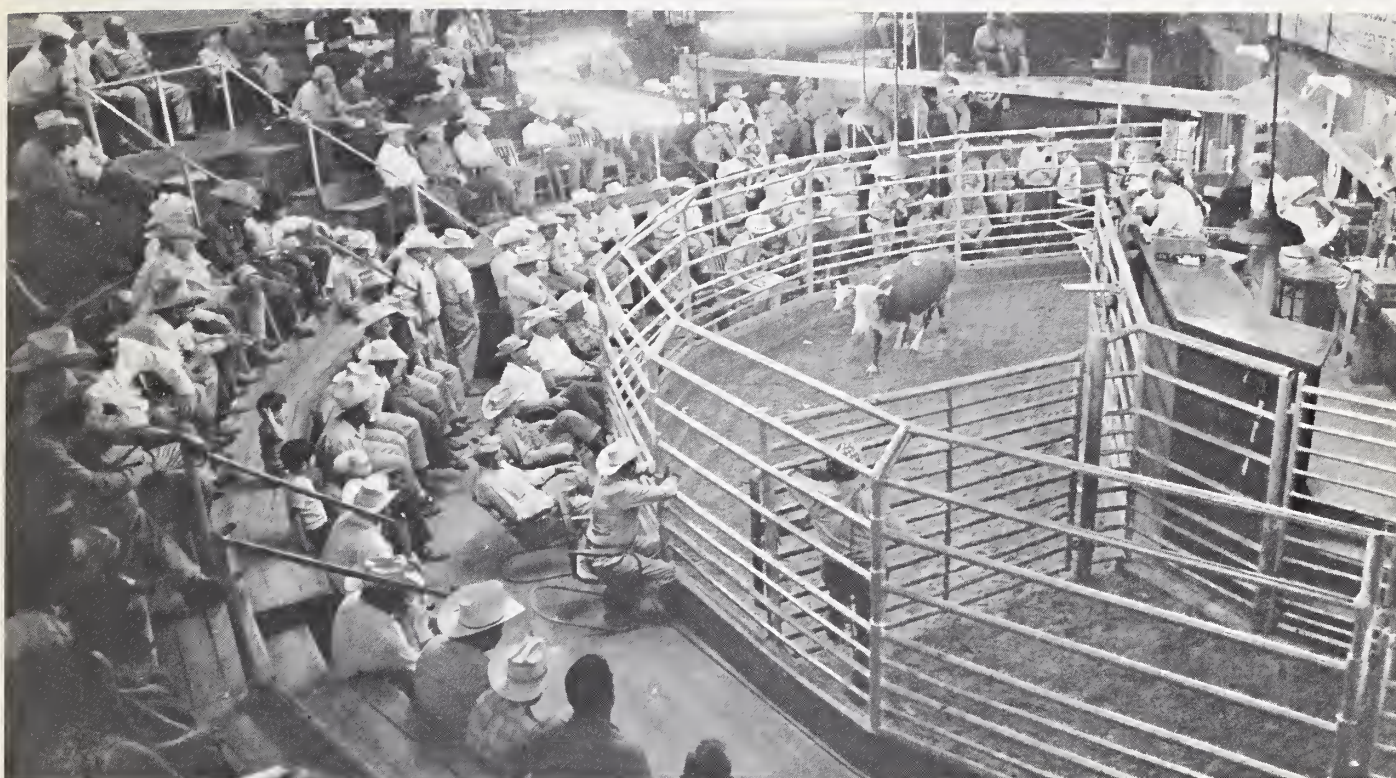
The original purpose of WLMIP remains the same today: to maintain a continuous activity of assembling, analyzing, and reporting economic outlook and market information on livestock and livestock products.

The formal objectives of WLMIP are twofold. The first is to back up state Extension specialists with pertinent economic and other information related to livestock, livestock products, and byproducts. The second is to furnish, primarily through the monthly *Western Livestock Round Up*, marketing and outlook information that will give producers a clear and concise analysis of the current livestock economic situation.

In recent years, the emphasis has shifted from purely outlook work to more information on the implications for management and management decisionmaking.

Regional Effort

Keeping current on livestock market development is a full-time job, yet few of the participating states can afford a full-time analyst. By cooperating together, the participating states are funding 2 professional analysts with support staff to provide timely information, educational aids, consultation on request, one of the most complete databases in the industry, and the monthly *Round-Up* publication. Conservative estimates for duplicating these services in each state are one-half to one professional position per state. With WLMIP, the cost is about \$8,000 to \$10,000 per state.



The evolution to the present cooperation among 17 western and plains states, the Economic Research Service, and Extension Service, USDA, exemplifies the achievement of providing pertinent marketing information in a cost-effective manner on a regional level.

Belief In The Project

Why has WLMIP worked so well for three decades? The reason is simple. It provides a valuable educational and information service. The Extension livestock marketing specialists and the Extension directors in the participating states believe in the Project and are committed to fight for its survival. WLMIP works well for the over 10,000 subscribers of the monthly *Round-Up*. And, it works well for the many analysts, newspapers, magazines, and periodicals who use, in a variety of ways, the charts, tables, and graphs generated by the project staff. □

Cornell Cooperative Extension Catalog of Public Awareness Materials

This catalog describes a wide variety of communication aids that have been developed as part of a unified, coordinated campaign to tell the institutional story of how Cornell Cooperative Extension "helps people put knowledge to work." The program serves as a public relations effort to let the general public know what Cooperative Extension in New York State is all about.

Cornell is sharing these materials with other Extension organizations throughout the country in the hope that there will be a widespread public awareness of the total national effort. Many of the items in the catalog are available from stock; others need to be special ordered. It is possible to customize some items to meet particular state and county needs. If an item is not suitable for use outside New York State, it is so noted in the catalog copy.

A key element of the public awareness campaign is an instructional guide, *Marketing Cooperative Extension*. This book discusses the basic philosophy of Extension and describes ways of explaining Extension to the general public. For a copy of the catalog, call or write, Media Services, B-10 Martha Van Rensselaer Hall, Cornell University, Ithaca, NY 14853. (607) 256-3157.

245 Showtime For Junior Livestock

30 Extension Review

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Because of Extension's leadership and the close support of business groups, thousands of youngsters from Nueces County, Texas, have benefited during the past half century through their involvement in raising animals and preparing projects for exhibit and sale at the annual Nueces County Junior Livestock Show.

For the 50th anniversary show, held last January, County Junior Livestock Show Association members, other volunteer leaders and area business representatives worked together to establish new sales records during the annual auction. Final gross sales for the 649 blue ribbon award-winning animals that were eligible for the auction totaled \$486,000—up more than \$78,500 from the previous year's sale.

Members of the Nueces County Junior Livestock Association point out that 835 youths showed 1,031 agricultural projects, while 342 others exhibited 928 projects in home economics. In addition, 105 other youths entered Santa Gertrudis heifers in the Junior Santa Gertrudis Show. Another activity, the Livestock Show Queen's Contest, attracted another 22 young people to the event, making the 1985 activity the largest ever in the show's history.

Show Is More Popular

"The impressive entry list—with some 2,086 total entries—makes our show one of the largest county junior shows in the state," notes Charles Wilson, president of the association. V. M. Harris of the Perry Foundation, Robstown, one of the groups that provides funds to adjust the price of any lower selling calves in an effort to help those exhibitors "break even," emphasized that growth of the show has been constant.

"The quality as well as quantity of the animals exhibited has improved," Harris, a longtime show supporter, remarks.

New Records

In addition, new sales records were set for the grand champion market steer, which sold for \$30,000; grand champion lamb, \$7,000; grand champion market barrow, \$5,100; and grand champion rabbit, which brought a \$2,500 check to the young exhibitor.

The Nueces County Youth Show has come a long way since 1936, when it was organized as a "Fat Calf Show." The initial show featured 17 exhibitors, all of whom showed Hereford calves.

Extension's Role

Just how does a Junior Livestock Show maintain interest as a viable marketing tool over a half century and keep the momentum going as it provides service for youth of the county?

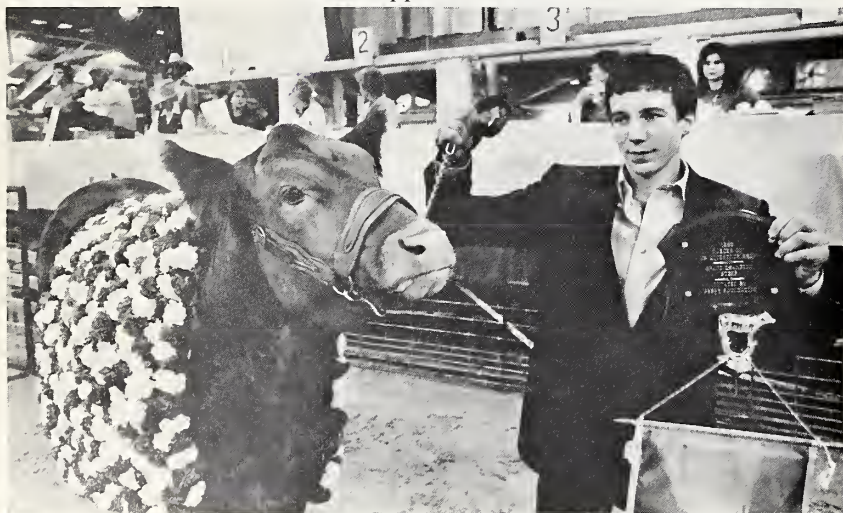
"The answer clearly has to be provided by the show's key leadership and the hundreds of adult volunteers who serve on various committees of the Junior Livestock Show," says Harvey Buchring, Nueces County Extension agent. He and Darwin J. Anderson, also county Extension agent for agriculture, have worked very closely with the Livestock Show Association and sales officials in recent years.

Business groups and individuals of the greater Corpus Christi area have supported the annual sale. Some have assisted by forming "booster" groups for the various communities of the county to purchase exhibits from those specific areas.

Special committees also work on resale bids, sales lists, the auction sale itself, the finance committee and other aspects of the massive sale.

"The Nueces County Junior Livestock Show is a cooperative venture in which virtually every family gets involved, and this involvement is one of the reasons for the show's continuing growth and success," says County Agent Buchring. "Young people also start with good quality projects and do a good job of fitting them for the show," he adds. □

The 1985 Nueces County Junior Livestock Show with 2,086 entries was one of the largest shows of its type in the state of Texas. Extension leadership and close support by business groups made it possible.



Island Store—Open One Week A Year

Extension Review 31

Each fall, long before Thanksgiving turkeys are prepared, a small business begins to form on the University of Hawaii campus at Manoa. With the cooperation of students, faculty, and local community members, Innovators in Fashion (IF), a student organization affiliated with the American Home Economics Association, opens a retail store for a week just before Christmas.

The store—known as Miller Junktion—carries everything from small furniture to clothing to household goods. Some merchandise is hand-crafted and some is commercially made. During the 5 days it's open, the store generates about \$2,000 in profits for IF.

Innovators In Fashion

Organized in 1979, IF is open to all students and faculty in textiles and clothing. Currently there are 51 members. The textiles and clothing faculty advisor and the driving force behind IF is Diane Lai Fei Chung.

The organization's objectives are to familiarize members with new developments in fashion, support the professional development of individuals in the fashion industry, provide opportunities for members to become active in the fashion industry and in community affairs, and provide an atmosphere for close relationships between students and faculty.

Profits from Miller Junktion support various IF projects. For the past 3 years, IF has sent two of its members to the annual meeting of the American Home Economics Association (AHEA).

Miller Junktion

Miller Junktion store occupies a 500-square-foot space at the front of a portable classroom building unofficially known as Miller Junktion. The building sits next to Miller Hall, which houses the Food Science and Human Nutrition Department and the Department of Human Resources.

After students return to school in the fall, IF members begin planning for the store's setup and operation.

The vendor development and coordination committee contacts vendors who consigned goods to the store the previous year to inform them when goods will be accepted for the current year. In addition, committee members seek new sources of vendors for the store.

Vendors collect 65 percent of the retail price of their items; IF receives the remaining 35 percent. "Many of our vendors make beautiful goods," says one student, "but they have no idea about how to determine realistic prices for

their items." Members of the vendor relations committee teach vendors how to survey potential markets.

Advertising And Final Preparations

The advertising committee sends press releases to local newspapers, magazines, radio, and television to publicize the store's opening. Since IF is a nonprofit organization and benefits student development, all advertising is free.

About a week before Miller Junktion opens, the cookie and pretzel committee begins baking food items to sell at the store. Three-day, 18-hour cookie-, Chinese pretzel-, and mango bread-making marathons, involving students and professors, are not unusual. Food items are popular with customers and sell well. And IF gets to keep 100 percent of the profit.

During the final week, the vendor relations committee accepts goods from vendors and applies price stickers and tickets to each item.

Open For Business

When the door opens for business, everything is ready. Goods are arranged in quasi-departments with Christmas goods in one area, clothing in another, accessories artfully displayed on walls and special racks, and food items on tables in the center of the store.

During the 5 days, students, faculty and staff, and community members patronize the store. Toward the end of the week, items that have not sold well are marked down 20 percent.

Benefits

Discussions about the store, vendors, store operations, and customers' reactions continue long after the store closes.

Asked about the benefits of operating Miller Junktion, other than the profits generated for IF, students have commented: "I got some good insight into what it might be like to run my own business. It's a lot of work! . . . "Knowing what to mark down, and when, is important." . . . "Some people won't volunteer. You have to delegate and tell people what to do." . . . "By the end of the week I was kind of partial to that little store—I felt like it was mine."

For many students, Jill Santiago's comment seemed to say it all. "You really have to learn to get along with all kinds of people."

The author thanks Diane Lai Fei Chung and IF members for their help in providing information for the article. This project was supported, in part, by the Institute of Tropical Agriculture and Human Resources, Journal Series No. 2912. □

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32 Extension Review

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A centralized approach in marketing staff expertise to media is proving successful for the Cooperative Extension Service in Connecticut. The state visual media coordinator actively markets Extension "know-how" to radio and television stations in the state.

Typically, the visual media coordinator's approach to radio or television program directors begins with inquiries as to whether the station's viewers (TV) or listeners (radio) would appreciate information on such topics as "Cooking A Complete Thanksgiving Dinner In A Microwave Oven," "What To Do When Your Water Pipes Freeze," and "Growing A Vegetable Garden On Your Deck Or Patio."

Then the program directors are informed that, if they're interested, "expert resource people are available to present this information in a knowledgeable and appealing manner."

Marketing Expertise

Things got under way in 1983 when staff members willing to be TV resource people submitted outlines detailing each of their discussion topics. The TV resource list contained categorized subjects; the state visual media coordinator was listed as the sole contact.

At this point, the visual media coordinator interviewed representatives of 27 TV facilities in the state—22 cable TV stations, four commercial, and one public.

TV Survey

At these interview sessions TV representatives answered a questionnaire designed to disclose the nature of the programs originating from the station and the type of material accepted.

After reviewing the TV resource list, the TV representative indicated which topics were most appealing. Shortly thereafter, some of the interviews resulted in Extension TV spots and the visual media coordinator's role became one of production coordinator after negotiations were completed with a TV station's program director.

The first spinoff from the survey was a four-part series of 30-minute telecasts on energy management and conservation produced with Laurel Cablevision in Torrington. The state energy specialist, an agricultural engineer, and an Extension home economist were involved in each segment of the "Energy Wise" production.

The series is now rotating between 112 stations in the American Television and Communications Corporation system with potential for additional broadcasts on the Group W nationwide network.

4-H Youth On TV

"JJ, TX and Friends," a "live" children's program on WTXS-TV, an independent TV station, reaches most of the state from its Waterbury-based studio.

4-H youth accompanied by either a leader or agent, appeared on the show 23 times in 14 months.

Topics included: computers, raising puppies for the blind, growing a vegetable garden under lights, and community service projects.

There were five additional guest appearances by an agricultural agent. The total audience for these 28 CES appearances is estimated at 1,820,000 people.

Gardening Show

The survey followup resulted in a five-part series of 30-minute programs on home vegetable gardening by the cable TV franchise at the University of Bridgeport. WUBC's program director hosted the programs, called "The Backyard Gardener."

Three Extension agricultural agents and a 4-H agent were featured in this series which in 4 months was telecast 54 times on cable TV stations in Connecticut.

In the near future UConn CES expects to begin producing a 13-part consumer education series with the Bridgeport-based cable franchise. Additional TV programming includes a series of interest to senior citizens being produced by the West Hartford Community Access Group.

TV News Shows

The television survey has also resulted in an increased number of CES staff appearances on TV news programs.

In 1984, when the Connecticut rivers overflowed their banks the visual media coordinator delivered resource information on flood cleanup to the three TV network affiliates in the state. The NBC station in West Hartford covered this story and included addresses and phone numbers for all Extension field offices on their "Six O'Clock News" broadcast. In the next few months, WVIT-TV included three appearances by an Extension home economist on their 6:00 p.m. news show.

Radio Programming

Similar success has occurred through this centralized media approach in marketing staff expertise to radio stations. A network of 11 stations across the state was organized and local agents tape a series of public service announcements on gardening or consumer topics.

The visual media coordinator contacts the stations, chooses the most appropriate local resource person, provides the agent with prepared PSA's, and sets up taping dates.



Great success has been realized with Connecticut's largest radio station, WTIC in Hartford. Extension agents and specialists appear regularly on interview programs and CES public service announcements are commonly heard during WTIC's highest rating shows.

Final Analysis

For the past 2 years, the centralized marketing strategy which the UConn Cooperative Extension Service is implementing in its media relations has proved to be efficient and successful.

This way of marketing has led to a heightened awareness of Extension expertise by the media, greater exposure of timely educational content, and greater Extension administrative support for mass audience efforts.

During the 11-month 1983-84 program year, the estimated audience for media programming arranged by this marketing method is conservatively estimated at well over 30 million people. □

A centralized approach to marketing Extension expertise to media has paid off for Extension in Connecticut. Left: A 4-H'er, Andy Buzzie offers a nutritious drink to the host of a WTXS-TV's children's show. Above: Carole Fromer, Extension visual Media coordinator assists Extension Agent Joe Maisano with his presentation on "The Backyard Gardener" TV series.

Plant Marketing Through Printout

34 Extension Review

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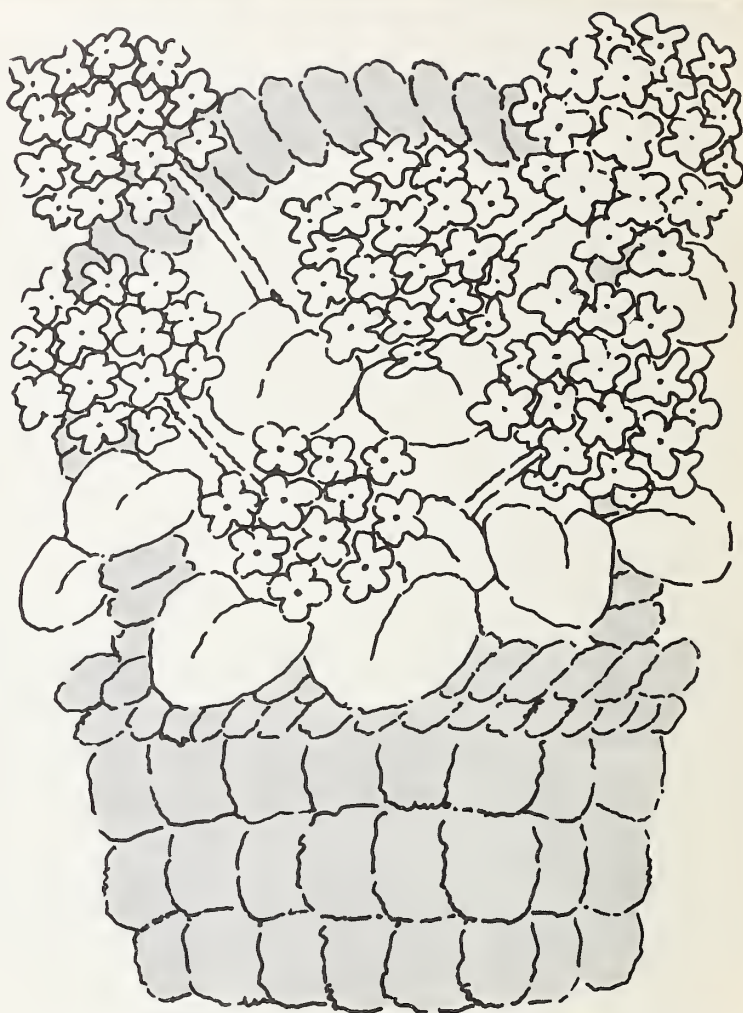
Too many red potted geraniums in Evansville and not enough in Fort Wayne! Thus, Allen Hammer, Purdue University Extension horticulturist, describes the dilemma of many wholesale bedding plant growers.

The grower begins many months earlier with an educated guess of what bedding plants will be in demand at planting time. Success—read that profit—demands he or she guess correctly. But, what if the demand doesn't develop or if all the wholesale growers in the county planted petunias and the market is glutted with petunias? There may be a demand for the petunias in another part of the state where everyone grew Swiss pansies, says Hammer. But, how can a grower, especially the small business operator, locate and produce for a market.

Large growers, says Hammer, may have some way to find markets outside their immediate areas, but small growers probably do not. And, how about the retailer who decides to carry a limited line of bedding plants? Where does the retailer go to find out who has what?

In Indiana, the answers to these and other questions about the location and type of plants—bedding, vegetable, potted or whatever—are as close as the nearest county Extension office.

Using FACTS (Fast Agricultural Communications Terminal System), Hammer; Glenn Sullivan, Purdue marketing economist; and Joe Alan Wolford and Daniel Feistamel, horticulture programmers; designed an interactive computer program that allows growers and potential buyers to locate each other.



Using The Program

Suppose you are a grower with 50 flats of tomato seedlings and no buyer in sight. First, visit your county Extension office and ask to run the computerized Floriculture Marketing Program. The program allows you to see what other growers in your county, the state, or selected counties are offering for sale (but not the price).

You could skip this step and immediately begin to add your name and information to the list. First, enter the product class. If you don't know what class your product falls into, don't worry. A list of classes is available at the Extension office. You then type in when the product will be available (beginning and ending dates).

Next, indicate whether you are buying or selling the product, and whether it is available in pots, flats, bunches, counts, hundreds, thousands, or other quantities. Then, add the number of units you have to sell, comments, and the date you want the information updated or deleted.

If you have elected to sell a product, the computer asks an additional question, "Do you deliver?"

Locating Wholesalers

But, suppose you are a retailer and want to find out what plants are available. Then, the program really shines. You can

search for wholesalers in your county, selected other counties, and the state as a whole. You receive not only the name and address of each wholesaler who has the specified products for sale, but also quantities available and whether or not the firm delivers. You have to contact the wholesaler to negotiate prices and terms.

Great pains have been taken to ensure that the data is current and accurate, says Hammer. Each user has a confidential identification number and only that user can change or delete his or her file. There is no possibility, says Hammer, that

a competitor can change or delete your file. In addition, the file is automatically deleted on the ending date you specify. If you have not sold the product by that time or for some other reason want to change the availability date, you are the only one who can do it.

Only Indiana growers are encouraged to enter their data into the system, says Hammer. But buyers from any state may use the system by contacting any Indiana county Extension office.

Farm Produce Program

Purdue also developed a computerized Farm Produce Marketing Program that helps growers, farm market operators, and consumers buy and sell farm produce. In addition to Purdue staff previously mentioned, Richard Hayden, Extension agronomist; Laura Hoffman, marketing economist in the Purdue Department of Horticulture; and programmer P.J. Wyss assisted in designing this program. □

4-H Touches Tomorrow Today

Indiana 4-H Week, February 3 to 9, 1985, increased visibility of 4-H in the Hoosier State, reaching potential members, volunteer leaders, and sponsors through planned activities and promotional materials.

Maurice Kramer, head of the 4-H and Youth Department at Purdue University, initiated the statewide campaign to boost 4-H enrollment and support during membership recruitment time. The campaign's theme—"4-H Touches Tomorrow Today"—was adapted from Purdue University's promotional theme, "Purdue, Touching Tomorrow Today."

Indiana Governor Robert Orr issued an official proclamation setting aside the week to recognize and show appreciation for 4-H members and their leaders.

Televised Halftime Show

Planned events included a 5-minute television show aired during halftime of the Purdue-Michigan basketball game on the Farm Bureau Basketball Network. The

show featured an interview with Kramer, the signing of the proclamation by Governor Orr, and comments about 4-H by President Reagan. The Purdue Department of Agricultural Communication Service produced the show and assisted the 4-H and Youth Staff in developing promotional materials

Kits For County Agents

Prior to 4-H Week, Purdue sent a promotion kit to each 4-H and Youth Extension agent. The kit included 36 4-H project news releases, several general releases, 4-H brochures, master newspaper ads, public service announcements, a copy of the governor's proclamation, a sample 4-H Week poster, clip art, and a sample table top display. Additional quantities of most items could be ordered.

Other Efforts

Purdue staff developed a letter for 4-H and Youth Extension agents to send to local elementary school teachers. The letter described

the 4-H program and encouraged teachers' support. Included were brochures for youth and parents. Another letter addressed to Junior Leader Club Presidents from Collegiate 4-H Clubs highlighted the week's special events and explained how junior leaders could participate.

Purdue staff also sent a news release on the governor's proclamation to news media, and mailed tapes of the signing and an interview of Kramer to farm directors at various television stations. □

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During the past 5 years the Nation's peach industry has experienced wide fluctuations in production, prices, and grower income. Despite severe freezes which devastated Eastern and Southern peach areas 2 of those 5 years, peach supplies have increased steadily.

Plentiful supplies have caused greater competition in the established markets, realignment of market shares, lower prices and an intensely chaotic market. At the same time, fruits which consumers often substitute for peaches—such as nectarines, plums, and cantaloupes,—have made significant inroads into peach markets.

One result is increased industry awareness of the importance of accurate, timely market information that will help managers make good decisions in an unstable market environment.

In the past, Extension at Clemson University has provided the industry with limited market information on a free subscription basis. Due to budget cutbacks, this report was discontinued in 1982. The industry's growers, shippers, and handlers then asked the National Peach Council to develop and provide this information. Based on this request, the National Peach Council, in cooperation with the Agricultural Marketing Service (AMS), USDA, and Clemson CES, formulated a pilot project to fill this information void.

Peach Report

The Agricultural Marketing Service, through the Marketing Improvement Program, provided Clemson Extension a 2-year matching grant to develop a Peach Report to collect and disseminate accurate and timely market information from May to September.

The National Peach Council is to contact industry members to develop and maintain subscriptions. After the 2 years, it is



hoped the industry will continue financial support for the report.

The Peach Report will be predictive; estimates will be made of the peach volume to be packed and shipped over a 2-week period. A model will be developed to estimate the biweekly shipments and the amount of fruit still on trees. These estimates will be

adapted and validated weekly by growers and handlers in a region. The report will provide quality and size information from different regions.

The Report will also include weather conditions in various parts of the country and a general estimate of the volume of competing commodities shipped. □

Peach Pricing Goes High Tech

The growing of peaches is a major agricultural enterprise in New Jersey with an average annual production of nearly 2-1/2 million bushels. Annual crop value for 1981 to 1983 exceeded 20 million dollars each growing season. Most Garden State peaches are sold fresh during a relatively short marketing season extending from early July through late September.

New Jersey producers and dealers need current marketing and timely movement information. With the advent and availability of low-cost computer technology, a new analytic tool is now available to provide growers with the *best* available price and volume of sale information by peach size, variety, and location of sale *on a daily basis*.

Pricing Program Begins

The New Jersey Peach Promotional Council and its grower members evaluated various electronic marketing programs, application and suitability of computer equipment, and other resources necessary to implement a price reporting information system.

This early exploratory investigation clearly indicated a potential existed, but that further in-depth study was required. Next the Council appointed a computer committee who requested help from Extension marketing specialists and researchers from the Department of Agricultural Economics and Marketing at Rutgers, Cook College, to assist in developing plans for the 1983 marketing season.

Pilot Program

The pilot computerized program, operational for the 1983 season, was designed as an industry self-help venture open to all commercial peach growers and other marketers. A membership fee for the first year at \$250 was established to provide operational funds. The initial goal of reporting detailed, daily prices was accomplished with 20 subscribers inputting and receiving information.

This group collectively handled about 650,000 boxes or some 24,500,000 pounds of fruit, which represented nearly one-third the total volume of peaches sold wholesale from New Jersey in 1983.

Supply The Data Bank

The present informational system consists of a telephone input-output tape recorder for communications exchange and a microcomputer for analytical purposes. Subscriber members use a toll-free number to provide daily information for creating a data bank. The six input factors include: date, ID code number, peach sales by major varieties, point of sale, and total number of boxes and prices received for each size category sold.

Later in the day, growers call to receive a summary of the same day's price and volume averages.

Directions

In May 1984, staff obtained a New Jersey Experiment Project and Grant under the federal-state marketing improvement program. These will allow for the further development of the system through 1986, including expansion to a fully computer-oriented online application. Two specific phases are anticipated as follows—

PHASE I (1984 to 1985):

1. A user-friendly (macro) system will be developed to allow people with very little computer knowledge to use the system. The initial online system is planned to be developed on the Rutgers' Wylbur system and includes a security check sign-on system, a menu-driven system to allow growers or their sales agents to input sales information, and, a menu-driven output to allow users to select any of the desired input price-quantity information.

2. In 1985, work will also be conducted directly with a computer technical peach subcommittee to develop criteria for selection of hardware for individual system users. Recommendations will be made to individual growers on the "best system" for a given cost.

PHASE II (1985 to 1986):

1. Training sessions for users are planned to demonstrate the selected hardware system.

2. In 1985, the online peach-pricing system and an online mail system should be available for some users with either the current telephone call-in system or an online computer backup system available to subscribers.

3. After the first year of online operation of the peach pricing system (1986), the total pricing system approach will be evaluated.

4. Continuing efforts will be conducted to adapt the peach system to other commodity or interested agricultural groups in the state.

Some Lessons Learned

1. Computer systems must be "user friendly."

2. The key of broad base support for a system is a simple understanding of what it can do, and how it works.

3. Nothing sells an idea faster than the people in a business or industry who believe in it.

In short, convince the leaders, innovators, and those most admired in the industry and they will quickly sell ideas to others. □

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Extension Marketing
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Promoting Project CENTRL

38 Extension Review

Dennis Brown
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How do you successfully market a recently created rural leadership development program and recruit members for its second class? Answering that question was the objective of a 6-month publicity campaign at the University of Arizona.

About Project CENTRL

The leadership program—called Project CENTRL—evolved partly out of a survey of 130 Arizona rural leaders. According to responses, motivating the public was their greatest leadership problem. Limited managerial skills in areas including conflict resolution, communications, and problemsolving also were concerns.

In response, Arizona Extension developed a leadership training program under a start-up grant from the W.K. Kellogg Foundation. The project prepares potential rural leaders for top posts in agricultural organizations, civic groups, and elected offices at all levels in the state. The nonprofit Center for Rural Leadership (CENTRL) in Phoenix administers the program.

Training consists of 12 weekend workshops spaced over 2 years, an internship, and a travel seminar. The workshops broaden participants' perspectives on issues of statewide significance and equip them with essential leadership skills. All residents of the state, age 25 and older, who either live in rural Arizona or have a stake in its future may apply for admission to the program.



Publicity Campaign

Extension Information Specialist Dennis Brown, on a 1-year appointment at Arizona from Washington State University, was assigned to develop the project's publicity campaign. When he arrived in October 1983, the initial class of 30 had already been recruited and the first session was scheduled to begin the following week.

With input from the Project Coordinator Eldon Moore and others involved in Project CENTRL, Brown put together a 6-month campaign to develop interest in the still-new program and recruit members for Class II scheduled for the fall of 1984.

Although there was no budget for the campaign, Moore was able to allocate a few hundred dollars from CENTRL's grant for a direct-mail solicitation and production of a radio public service announcement. In addition, the Arizona Press Clipping Service was hired to gauge the effectiveness of the publicity efforts as they progressed.

Attracting Media Coverage

From a publicity standpoint, the best news angle was the impressive array of public officials Moore had lined up to address the class. Media coverage of these speakers gave the program both visibility and credibility.

About a week in advance of each meeting during Class I, memos and schedules were sent to nearby print and broadcast media to encourage media coverage.

The November training session focused on taxes and health care, attracting a reporter from the state's largest paper, the *Arizona Republic*, in Phoenix.

February's session on state government attracted agriculture reporters from the *Republic* and the *Phoenix Gazette*.

The March session on arts in rural communities received television coverage from two invited Tucson television stations.

A reporter from one station interviewed an Extension agent for the 6 p.m. news. The other station interviewed one of the participants at his farm. The station aired the interview on the 6 and 10 p.m. newscasts.

Thanks to Information Specialist Guy Webster, who wrote a weekly agriculture feature for Associated Press, CENTRL was the subject of an AP wire story that Brown wrote. Farm publications also supported Project CENTRL although they usually could not cover class sessions.

The clipping service reported 18 clippings from 10 dailies and weeklies totaling about 214 column inches. Most of the stories appeared in March during the middle of the student recruiting season.

The program received generous coverage in several farm magazines and newsletters plus a number of outlets in the college, including newsletters circulated to ag alumni, Extension faculty, and students, and a popular agricultural research magazine published by the college.

Direct Mail Campaign

The project's promotion included a simple direct mail campaign aimed at people who had applied for the first class, but were not accepted because of lack of room.

The campaign consisted of two mailings and followup phone calls each spaced a month apart. An invitation to apply, a brochure outlining the program, and a multipage application went to 200 potential applicants in February. This was followed with a reminder letter a month later and phone calls from area rural development agents a month after that. Twenty-two percent of the people on the mailing list inquired about the program; 11 percent submitted applications.

PSA Boosts Visibility

To keep the visibility of the program high during the latter stages of the publicity campaign, Extension Broadcast Specialist Oscar Day wrote and voiced a 60-second PSA. The PSA together with a cover letter and a stamped return-mail postcard were mailed to 68 radio stations.

The postcard contained pertinent questions: Did you use the CENTRL PSA? If yes, how many times did you use it, when, and, if not, why? Also requested were each station's call letters and city.

Ten stations, or about 15 percent, sent back reply cards indicating they had used the PSA. Others may have used it without replying. Nevertheless, the PSA's gave recruiting efforts a big boost and publicized project CENTRL in some communities where it received no other exposure.

An all-news station in Tucson, for example, ran the spot throughout its schedule for almost a month. Two stations in Phoenix reported using it as did a station on the Navajo Indian Reservation and several others in northwest and southeast Arizona.

Promotional Efforts Pay Off

From a recruiting standpoint, the publicity campaign is considered a success. Although it has not been determined exactly how people learned about Project CENTRL, 273 people inquired about it and 65 others submitted applications for Class II.

Moore expressed satisfaction with the qualifications of those who applied. And, while no measurement was made, Moore thinks publicity efforts helped raise awareness and create interest in the program. □



The logo for Project CENTRL features the word "Project" in a bold, sans-serif font, with a large, thick, black arching line above it that resembles a stylized "C" or a protective shield. Below "Project", the word "CENTRL" is written in a much larger, bold, sans-serif font. A thick horizontal line runs across the page behind the text.

Freida M. Terrell
Extension Area
Specialized Agent,
Crafts
North Carolina State
University, Raleigh

Craft people face a number of problems—among them high production costs, lack of necessary skills in marketing and management, and inadequate training and design talent. Extension educators at North Carolina State University are helping to solve these problems and improve family incomes by teaching skills in production, marketing, and business management.

Objectives

Objectives of the craft program are to provide North Carolina families with educational information, activities, and experiences that will enable them to develop production, increase management skills, and increase or supplement family income.

Marketing and business management skills improved for 920 craftpeople as a result of craft marketing and business management seminars conducted in the six North Carolina Extension districts during 1982 to 84.

Marketing Seminars

The seminars were initiated by Freida M. Terrell, Extension area specialized agent, crafts, and implemented through the cooperative efforts of the home economics Extension agents with craft responsibility, the Department of Economics and Business with the North Carolina Agricultural Extension Service, and the Southern Highland Handicraft Guild.

Participants included volunteer leaders from Extension Homemaker clubs, craft organizations, guilds, fairs, co-ops, craft shopowners and managers.

Impact Results

Impact results were measured by post-evaluation questionnaires. A total of 695 persons participated in the six seminars conducted on a district basis during FY 1982-83. Of these, 400 persons responded to the questionnaire and indicated the



*From woodcarving to
basket-making, North
Carolina craft people
profited from the business
management skills they
garnered at seminars
conducted from 1982 to 1984
in the six North Carolina
Extension districts.*

seminars improved marketing skills and that further educational seminars on crafts were needed.

To meet this demand, a series of craft business management seminars were conducted in the summer of 1984 for three Extension districts.

Subject matter for these three seminars included more in-depth training in business skills: *Being in a Trade or Business*; *Legal Liabilities*; *Managing Your Craft Business*; and *Tax Management*.

Successful Entrepreneurs

Two successful craft businesses resulting from owner participation in the Extension-sponsored craft marketing and business management seminars include the "Forget-Me-Not" Home Boutique in Chapel Hill, North Carolina, and "The Milk Barn — A Unique Craft Shop" located in Rutherford County.

The "Forget-Me-Not" Home Boutique operates as a craft co-op which was organized after the craft marketing seminar on how and where to market handicrafts.

"The Milk Barn - A Unique Craft Shop," featuring handcrafted items from western North Carolina, opened in the fall of 1983 with 500 craft producers.

Seventy percent of the crafts for sale at "The Milk Barn" are made by Rutherford County people. Quality handcrafted items include stoneware, porcelain dolls, quilting, needlework, baskets, and other craft items.

Training Workshops

Since 1980, agents have reported that 11,415 volunteer leaders in county, area, and district workshops, have taught craft skills to 76,961 adults and 10,402 youths. Approximately 50,000 people have used the skills learned in craft

classes to produce and sell craft items earning them over \$2.5 million.

The area and district workshops offer classes in 12 to 18 different crafts. The outreach of the training workshops is dependent upon volunteer leaders who are willing to share and teach others.

Leaders Teach Others

Inez and Howard Wilson from Bakersville, North Carolina, represent volunteer leaders who learn a craft and then share their skills with others. The Wilsons attended a basketry workshop taught by Olive Bowyer, another volunteer Extension homemaker member.

Because of the workshop, the Wilsons are now producing and marketing egg baskets.

They continue to sell their baskets in craft shops as well as teach classes for interested groups.

Income Earned

Interest in basketry workshops has increased in the past few years. Freida M. Terrell, Area Specialized Agent, Crafts, conducted an impact study to determine the income earned as a result of the basketry workshops, conducted in three districts comprising half the state.

Impact results from interviews with 36 county Extension agents showed that a total of 424 workshops were conducted with 2,976 leaders trained and 9,622 baskets produced, with a market value of \$336,770. The figures include leader outreach.

Future Implications

Future implications for a strong educational craft program through and by the North Carolina Agricultural Extension Service are evidenced by *craft-people* who want to learn skills that can be taught through seminars and workshops. □

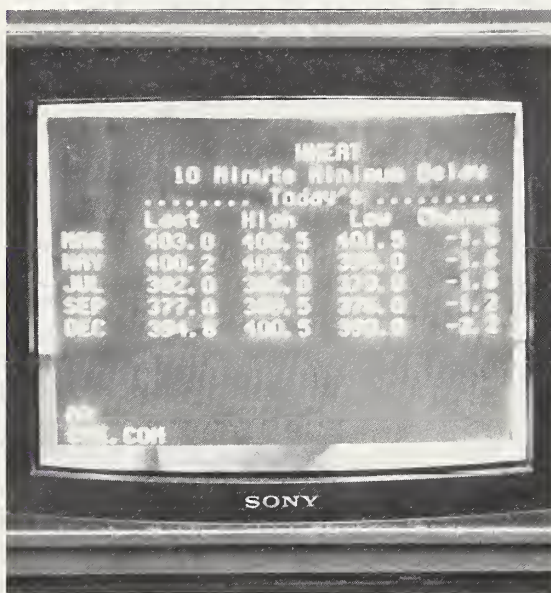


245

Lifeline For Farmers: "The Art And Gene Show"

42 Extension Review

Tom Bare
Extension
Information Specialist
and
INFOTEXT
Coordinator
South Dakota State
University, Brookings



A huge South Dakotan farm audience relies on the telecast, "Midwest Market Analysis," hosted by Art Sogn and Gene Murra, Extension economists, for quick and reliable information on the grain and livestock markets. South Dakota Public Television Network (SDPTV) offers market information on INFOTEXT for deaf and hearing impaired, a decoder and a TV set are all that is necessary to receive the data.

"Midwest Market Analysis" (MMA), familiar to farmers and ranchers in South Dakota as "The Art And Gene Show," is a public television show that has a devoted following.

"Their weekly analysis of the grain and live-stock markets is an education," says Ron Reed, a farmer from Oldham. "The show is a marketing lifeline for farmers. Especially now, when the farm economy is slumping, MMA has information that is essential to the very health of the farming community."

MMA made its debut six years ago as a segment of the South Dakota Public Television Network (SDPTV) production "This Week." It didn't take long before MMA got its own show—a full half-hour weekly program on the grain and livestock markets produced by the Cooperative Extension Service and the SDPTV Network.

Accurate Predictions

Art Sogn and Gene Murra, Extension economists, host the program which reaches households in 96 percent of the state.

According to Gary Hanson, who runs a diversified livestock and cropping operation, Art and Gene are easy to understand. "Their predictions," he says, "are often more accurate than the weather service!" Art and Gene bring nearly a half century of experience in agricultural marketing to the program. Since they have no direct ties to the markets and nothing to gain or lose, their reports are objective and unbiased.

"Many producers spend hundreds of dollars a year for market advice," Art Sogn says, "to get information they don't know how to use. We hope the analysis we give on MMA will help farmers use the marketing tools they already have."

"MMA is good for any farmer or rancher," says Rodney Foster, grain merchandiser and farmer from rural Brookings. "That's because the game today is called marketing."

Special Marketing Segments

There have been some minor changes made in the program format since the initial broadcast of MMA on September 5, 1980. But Art and Gene continue to devote proportionally more time to the market analysis of the commodity groups than to any other single program segment.

Each program has a special report or educational marketing segment which relates to the total marketing picture. Special reports cover such topics as: cattle and hogs on feed, crop production, and domestic and export grain outlook.

Marketing education topics range from the basics of the futures market to interviews with USDA agricultural experts. Other agricultural disciplines and commodity groups have a chance to call attention to their upcoming events on the "Ag News" segment. Their lighthearted "Word For The Week" is an essential part of the program. The half-hour show is aired Fridays at 8:30 p.m. and Saturdays at 12:30 p.m.

When Art and Gene are out of town, Dick Shane, agricultural economist from South Dakota State University, takes over. Tom Bare, Extension information specialist, also interviews guests on the program.

Program Generates Meetings

"We originally hoped MMA would reduce the travel demands and requests to hold marketing meetings throughout the state," Gene Murra says.

"However, the opposite has occurred. The program has generated requests for more meetings and it has opened the door to show producers the need for more marketing information." Murra conducted 37 Extension marketing meetings in the first 3 months of 1985. The meetings involved indepth analysis of marketing alternatives and are a logical takeoff from MMA.

Art Sogn adds: "Response to MMA at meetings continues to be highly favorable. SDPTV viewer comments indicate that some people who watch have nothing to market. This includes one 10-year-old in Sioux Falls who tells us he's fascinated with the 'mysteries of marketing.' "

At the 1983 Extension Annual Awards, Art Sogn and Gene Murra received national recognition for their excellent television program. Apparently, the farmers and ranchers of South Dakota would feel it's well deserved. □



245 Quilting—The Tradition Continues

44 Extension Review

Sharon Heidingsfelder
Extension Crafts
Specialist
University of
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The quilting workshops fostered by Extension at the University of Arkansas have featured out-of-state quilting celebrities and have drawn great enthusiasm from participants eager to continue this historically important craft.



Arkansas Extension has emphasized training in a variety of local crafts during the past 10 years. During 1984, as a result of Extension teaching efforts throughout Arkansas, over 12,000 people were taught craft skills by 335 volunteers. The estimated value of the products they produced are valued at slightly over \$1 million.

Arkansas, with its rich craft heritage, has many residents with skills to produce marketable crafts. An estimated 14 million tourists visit the state annually creating a huge potential market for locally produced, high-quality crafts.

Since the demand for craft classes is sometimes overwhelming, County Extension home economists believe the most effective training method is through statewide leader workshops. The workshops allow the county leaders to learn a skill and teach it to others without involving so much of the county agent's time.

Popular Workshops

Quilting workshops began in 1982 when county and statewide leaders showed enthusiasm about this historically important craft. What initially began as a one-time workshop evolved into workshops held 3 consecutive years with plans for a fourth. Each of the 3-day workshops drew more participants and increased enthusiasm.

The most recent quilting workshop was held in October 1984 and featured an out-of-state quilting "celebrity" as an instructor. One hundred and fifty people from Arkansas, Louisiana, Texas, California, Iowa, and Indiana attended. After this workshop, Extension specialists felt that the leadership skills were sufficiently developed so that the Arkansas Quilters Guild could assume the organizing role for future workshops.

Factors For Success

One of the first factors to ensure the success of a large workshop is to involve other groups and organizations in the planning stages. To



brainstorm the feasibility of a statewide quilting workshop, the following organizations with statewide affiliations were represented at the initial meeting: the Cooperative Extension Service, the Arkansas Quilters Guild, the Arkansas Extension Homemakers Council, and the Ozark Foothills Craft Guild. The workshop that followed was co-sponsored by University of Arkansas Cooperative Extension Service, Arkansas Extension Homemakers Council, and Arkansas Quilters Guild.

"Celebrity" Quilters

One of the best drawing cards for attracting participants was the opportunity to take a class taught by a "celebrity" quilter. Georgia Bone-steel, North Carolina, taught the first workshop. A big plus was her high visibility resulting from appearances on an educational television series. Flavin Glover, Alabama, was the guest instructor the second year. Jean Ray Laury, Fresno, California, and Anita Murphy, Kountze, Texas, taught the third workshop. Their work was well known by quilters who were eager to learn their secrets. Arkansas quilters taught other classes.

Planning Tips

A workshop has to be well organized. For example, information in the brochure must be accurate, helpers must be knowledgeable in their assignments, and the best possible teachers must be secured.

To have an effective workshop, begin planning at least 1 year prior to the workshop. First, determine the location, dates, and teachers. Some "celebrity" teachers schedule classes 2 or 3 years in advance. Then, determine the costs and develop an informational brochure.

Develop a system to keep track of each participant's class schedule, lodging, and meals. For the 1984 quilting workshop, a computer program was developed to simplify these details.

Special attractions add to the marketability of any workshop. In our case, the special attractions included an invitational quilt exhibit organized by the Arkansas Quilters Guild, four special lectures, and shopping at a merchants mall where quilting supplies were available for purchase. Participants were given a portfolio of promotional materials from manufacturers of quilt-related merchandise.

Publicize Your Workshop

No workshop can succeed without adequate publicity. The quilting workshops were publicized in local county newspapers, feature articles about the "celebrity" quilters in the state newspapers, public service announcements on television, posters in fabric shops, and direct mailings. Extension county home economists found that use of resources they have available proved successful.

The responsiveness of the participants and their willingness to learn and share reinforced the success of the workshops. Workshop attendance grew progressively: 140 people attended the first workshop, 148 the second workshop, and 150 the third.

Crucial Links

"For many women, these workshops provide crucial links to others in their field," says Jean Ray Laury, celebrity quilting instructor.

"Workshops fulfill many other needs as well, offering support, and validation for the work."

Laury feels that the rewards in teaching include watching women grow in self-assurance and increased self-esteem. She states, "These women are more eager and productive than many of the college students I've worked with who are sometimes motivated by grades and credits." And, Laury adds, "These participants deserve and need these classes more than any single group I can identify."

Participants at the workshops realized that for a nominal fee they were attending a workshop that could have cost three times the amount. Their evaluations indicated that they learned a great deal about quilting and could continue working on their own at home.

Watching the women develop skills and continue the tradition of quilting provides the best reward for those who run these workshops. But it is equally as exciting to realize that the workshops will be continued by dedicated leaders. For more detailed information on organizing a workshop, contact Sharon Heidingsfelder by phoning (501) 373-2500 or by writing to P.O. Box 391, Little Rock, Arkansas 72203. □



The Cottage Connection

The Sunflower Center, Dodge City, Kansas, is a new concept in craft selling—a sales outlet for original, hand-crafted merchandise. This craft cooperative is owned and operated by a group of area crafts people who wanted a sales outlet for their creations all year long instead of periodically at craft fairs.

A Nucleus Of Hand-Crafters

In the summer of 1984, Nancy Jo Kent, Extension home economist in Ford County, started the cooperative by advertising in the local newspaper for people interested in having home-based businesses.

Kent set up a meeting in the 4-H building and invited two Extension specialists as guest speakers: Zoe E. Slinkman, Extension specialist, cultural arts, Kansas State University, and Larry Hendrix, Extension specialist, community development, Garden City, Kansas. Attendance at that meeting was small, and interests varied, but a promising nucleus of hand-crafters showed up.

At a following meeting, serious hand-crafters attended who were extremely interested in

establishing an all-year sales outlet for their creations.

A fourth meeting, organized by Kent, resulted in attendance by enough artists and crafts people to elect officers and begin the search for a store site. At the meeting, an association was formed and yearly dues were paid.

Site Found

Soon after, a steering committee approached the city commissioners for trial use of a park department building that was partly empty. The average monthly income proved adequate during the trial period and, as a result, the cooperative signed a year's lease.

Since that time, membership of the Sunflower Craft Cooperative has risen to 74. From August 1984 until January of this year gross sales are estimated to be between \$3,500 to \$4,000.

"This may be the only store of its kind in Kansas," Kent says. □

*Ruth Deich
Member
Sunflower Arts and
Crafts Center
Dodge City, Kansas*



Designing Quality Crafts

46 Extension Review

Mary C. Saylor
Extension Arts
Specialist and
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Department of Home
Economics
The Pennsylvania
State University,
University Park

Crafts marketing is one of the original home-based businesses, dating back to a time when people used their skills to produce tools and other objects necessary to society. As mechanization took over, craftmaking became a leisure time activity. Today, leisure time has taken on new meaning as a limited resource to be used productively. Pennsylvania has a tradition of crafts and Extension Family Living has a broad base of support across the range of cultural arts programs.

Over 70,000 people attended some type of cultural arts/saleable crafts program in 1984. This combination of factors led to a long-range plan to upgrade crafts through educational programs and help people tap the growing market for quality crafts.

Importance Of Design

Successful craftsmarketing depends on the quality of the product.

Handcrafts can't compete with mass-produced objects, so people who make things by hand for sale must concentrate on good design, excellent workmanship, and fine materials. The most important quality of a successful saleable craft is good design.

Pilot Effort

One six-county region in south central Pennsylvania was the site of a 5-year pilot program called "Quality Use of Leisure Time."

"Designing For Crafts" is a major focus. Because volunteer leaders conduct the majority of crafts workshops, these key leaders learn design skills, as well as skills in *teaching* design.

As the program evolved, crafts marketing skills were added to the content.

"Designing For Crafts"

Participation is limited to leaders who have

skills in any craft area since no craft process skills are taught. In addition, leaders agree to teach others the information and skills they learn.

They attend two sessions per year, one an intensive day-long session and a half-day followup.

There are five parts to the program, offered once a year on a regional or multicounty basis.

Content

The content of the day-long session includes design theory, demonstrations, hands-on exercises, and large group discussions.

There is an assignment to apply the design theory and practice to a craft, which is completed and brought to a followup session within 3 to 6 months. Each receives a leader's guide to use in teaching design in her own craft workshops.

Evaluation

The followup session has two objectives: to share experiences, and to increase teaching skills. In a group session, each person discusses the process of creating a design and working it through to an actual craft. Participants are encouraged to give and accept criticism.

Results

This small core of volunteers has considerable outreach. For example, three leaders from Huntingdon County taught basic design skills to 82 homemaker leaders who taught hundreds of club members. Two participants had their designs considered for publication in a national magazine.

Pre- and post-working surveys showed that all participants had gained knowledge, and nearly all had applied what they had learned to a specific design project. □

Sewing For Pay

Anita Malone
Extension Home
Economist
New Haven County
Hamden, Connecticut

Connecticut residents acquired sewing and business skills and increased their self-confidence by participating in Extension Sew for Pay seminars. As a result, many now charge for their services or operate their own businesses.

Connecticut Extension implemented the educational program in 1981 with cooperation from the Small Business Administration. Generally, the 1-day seminars offered morning and afternoon sessions. The morning session featured volunteer guest speakers, including successful sewing and crafts business persons, accountants, business management specialists, and lawyers. In the afternoon, participants

attended workshops in alterations, making draperies and slipcovers, custom dressmaking, merchandising handcrafted items, and related topics.

Almost all participants say the workshops met their expectations to a great extent. According to one participant, "... the seminar was a fine primer in the transition from hobbyist to pro."

As a result of the Sew for Pay Program, some participants organized a Professional Dressmaker Exchange.

The Sew for Pay seminars are now a part of Connecticut Extension's Marketing Your Crafts Program. □

Agriculture is a risky business. Farmers understand the negative impacts of adverse weather and disease and insect problems on production costs and profits. But they have not learned to deal with market risks as competently as they deal with production risks.

Risk management is the key to profitable farm decisions. Farmers must choose among risky alternatives to produce, market, and finance their operations. They can only make wise choices if they are able to evaluate or measure potential profits and risks associated with alternative courses of action.

Comprehensive Risk Management

The "risk ratings approach" represents the most recent innovation in Extension teaching of practical and comprehensive risk management to farmers and ranchers. It is an economic decisionmaking tool that allows them to carry the estimates of variability in production and marketing through to net income.

Developed through the work of the Southern Regional Extension Marketing and Farm Management Committees, the principal proponents of the "risk ratings approach" have been John E. Ikerd, head, Extension Agricultural Economics Department, University of Georgia, and Kim B. Anderson, Extension agricultural economist, Oklahoma State University. John Holt, Extension farm management specialist, University of Florida, Institute of Food and Agricultural Sciences, worked with Ikerd and Anderson to develop the concept and employs it in Florida.

New Approach

The new approach applies the power of statistics to decisionmaking by assigning a rating to various categories (yield, price, and other economic outcomes) in a consistent manner. The approach has been received favorably by agricultural economists and farmers in several states and Canada.

In the past, many Extension market risk management programs for farmers have tended to be overly complex. Some have failed to deal with any quantitative assessment of relative risks associated with cash sales, hedging, or contracting alternatives.

Prior comprehensive risk analysis programs have had certain limitations as risk management tools. The "probability payoff matrix approach" involves complex comparisons among differing probabilities and payoffs associated with decision alternatives. The "decision tree approach," associating probabilities with a variety of possible economic outcomes, represents progress toward simplification but, many feel, lacks the

consistency needed to ease comparisons among decision alternatives.

Categories For Outcomes

Risk ratings are names assigned to general categories of yield, price, and other economic outcomes. The most likely yields and prices are called "expected outcomes."

An "optimistic" rating is assigned to favorable outcomes so there is an estimated one-in-six chance of an "optimistic" or more favorable result. A "pessimistic" rating is given to unfavorable outcomes so there is an estimated one-in-six chance of a "pessimistic" or less favorable outcome.

Risk ratings are often obtained from sources of historical data that relate averages or forecasts with actual yields or price outcomes.

Widespread Use

The "risk ratings approach" is finding widespread use in many states. William R. Luckham, Extension agricultural economist, Virginia Tech (VPISU), has adopted the approach to teach risk management to Virginia farmers. Herman Workman, Extension farm management leader, and agricultural economist, University of Missouri, has introduced the approach to that state's agricultural economists. In Georgia, the approach is viewed as a means for combining Farm Management and Marketing Extension Programs.

Materials Distributed

In April 1985, a set of workshop materials, "Risk Rated Management Strategies," based on the risk rated approach, was distributed to all states. The materials were developed at Oklahoma State University with special ES-USDA project funds.

One section of the commodity options training materials recently distributed by ES-USDA uses risk ratings in options decisions. These materials provide complete teaching packages for Extension specialists. Each package contains background information, teaching suggestions, visuals, examples, and student worksheets to facilitate the teaching of market risk management to farmers.

Farmers, who face an environment that is increasingly market-oriented, have an urgent need to manage risks in the years ahead. Through effective risk management approaches, Extension is striving to help them meet that need. □

John E. Ikerd
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